

THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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NBC RE-EMPHASIZES LONG-STANDING POLICY OF NON-DISCRIMINATION
IN EMPLOYMENT AND REAFFIRMS PRINCIPLE THAT PROGRAMS OF U.S.
SCENE MUST PORTRAY MEMBERS OF MINORITY GROUPS FAIRLY

FOR RELEASE MONDAY A.M., JUNE 4

The National Broadcasting Company today re-emphasized its long-standing and continuing policy of non-discrimination in employment and reaffirmed its adherence to the principle that programs depicting the American scene must portray "all members of minority groups fairly and honestly, avoiding stereotypes, in a manner consistent with their relationship to society as a whole and with the realities of everyday life."

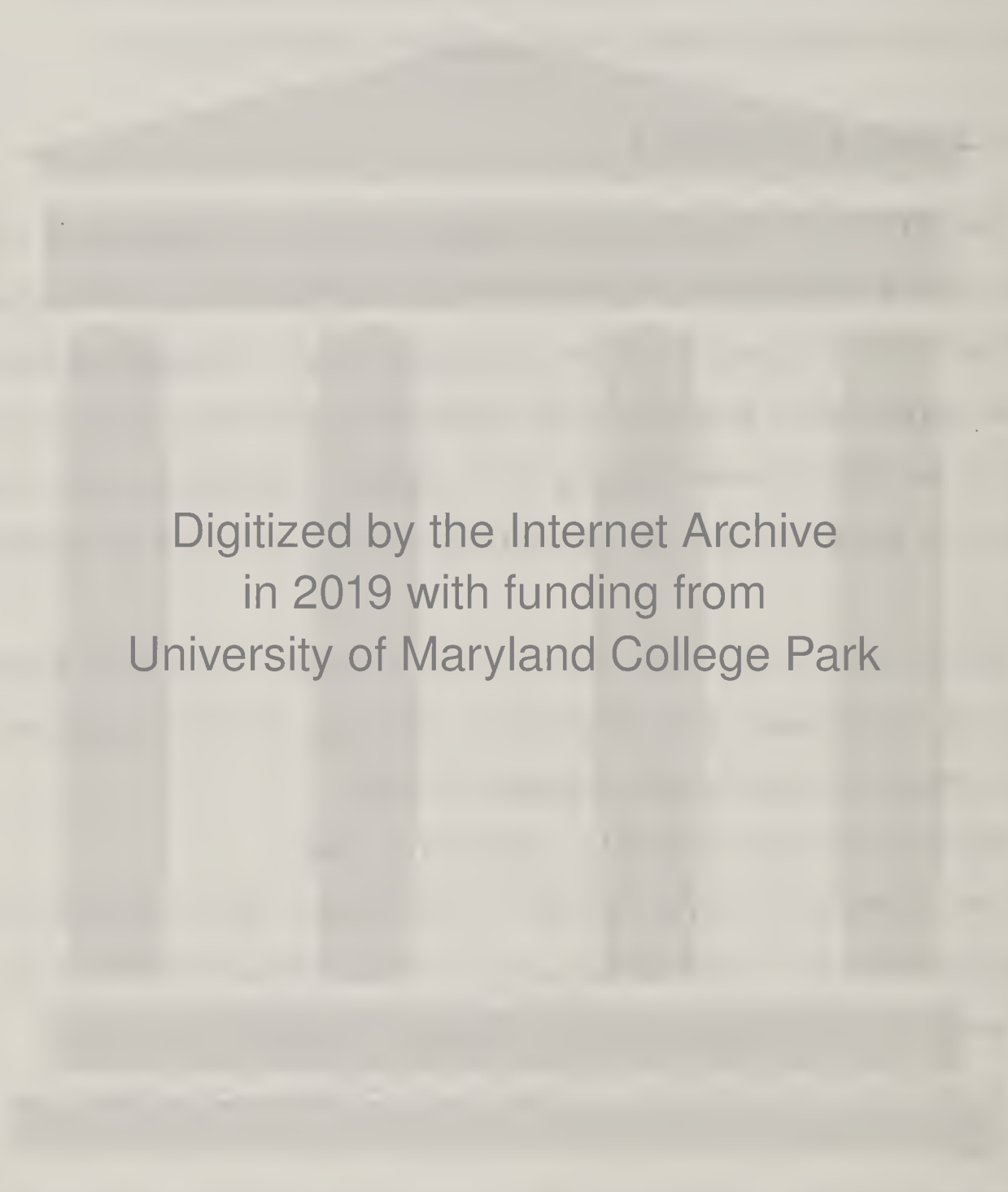
NBC's objectives were defined in a letter from Mort Werner, Vice President, Programs, NBC Television Network, to NBC producers and production companies supplying programs to NBC.

The text of Mr. Werner's letter follows:

"The purpose of this letter is to direct your attention to NBC's long-standing and continuing policy of non-discrimination in employment and of encouraging in all programs broadcast on our facilities a natural reflection of the role of minority groups in American life.

"NBC's employment policy is simple, clear and well known: There can be no discrimination because of race, creed, religion or national origin against anyone seeking employment with NBC. This principle applies, without exception, in all phases of NBC's operations.

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2 - Policy

"In programs depicting the contemporary American scene, NBC follows a policy of portraying all members of minority groups fairly and honestly, avoiding stereotypes, in a manner consistent with their relationship to the society as a whole and with the realities of everyday life. While this policy applies to all racial minorities, obviously its principal reference -- because they constitute such a sizable minority -- is to the casting and depiction of Negroes. Our policy and objectives in this area were discussed in some detail in meetings recently held on the West Coast between representatives of the NBC Program and Broadcast Standards Departments and the producers of all filmed NBC programs. We believe, however, the importance of the subject warrants its emphasis again, and in writing, so that all concerned will take affirmative steps to recognize these objectives in program planning and casting.

"The purpose of the policy, apart from its basic intention of assuring fairness in employment, is to present through our medium, where pertinent and within the permissive framework of dramatic license, a reasonable reflection of the contemporary American scene. As an example of one way it may be effectively implemented, producers are urged to cast Negroes -- subject to their availability and competence as performers -- as people who are an integral segment of the national society, as well as in those roles where the fact of their minority status is of dramatic significance. Negroes are actually engaged in many occupations that are part of the background of storytelling, and accordingly there should be opportunities to include them in roles where it would be natural and realistic for a Negro to appear. This does not mean that any special effort should be made merely for its own sake to include members of racial minorities in programs that do not logically

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3 - Policy

call for their presence. But it does mean that an effort should be made to include them in programs in which their presence contributes toward an honest and natural depiction of places, situations and events.

"We believe that NBC's performance in pursuing this policy is pre-eminent in the broadcasting industry. At the same time we recognize that we must constantly seek improvement if we are to maintain our position of leadership, and we intend conscientiously to do so."

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NBC-New York, 6/1/62

NICHOLAS C. GILLES AND HERBERT S. SCHLOSSER ARE ELECTED
VICE PRESIDENTS OF THE NATIONAL BROADCASTING COMPANY

FOR RELEASE MONDAY A.M., JUNE 4

The election of Nicholas C. Gilles and Herbert S. Schlosser as Vice Presidents of the National Broadcasting Company was announced today by Robert W. Sarnoff, Chairman of the Board.

Mr. Gilles now becomes Vice President, Business Affairs, NBC Television Network; Mr. Schlosser becomes Vice President, Talent and Program Administration, NBC Television Network.

Mr. Gilles, who has been with NBC since July, 1949, was formerly Director of Business Affairs, NBC Television Network. He came to NBC after graduating from the Harvard Graduate School of Business, entering the NBC executive training program.

He joined the Staff Budget Department in 1950, moving to the Business Affairs Department of the NBC Radio Network the following year. In 1952, he became Budget Manager, NBC Television Network, and subsequently was named Budget Manager, NBC. Since then, he has been Operations Manager, Program Department, NBC Radio Network, and later Manager, Business Administration, Business Affairs Department, NBC-TV Network. He assumed his most recent position in November, 1960.

Mr. Gilles lives in Manhattan with his wife. He was a lieutenant (j.g.) in the Navy for three years and before that attended Harvard College, where he was graduated in 1947.

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2 - Vice Presidents

Mr. Schlosser was formerly Director, Talent and Program Administration, NBC Television Network, to which he was appointed in June, 1961.

Mr. Schlosser joined NBC in 1957 as attorney for California National Productions Inc., and later became Vice President and General Manager of CNP.

A graduate of Princeton University with summa cum laude honors, Mr. Schlosser received his law degree at Yale Law School. He served in the United States Navy during World War II.

He and Mrs. Schlosser live in New York City with their two children, Lynn and Eric.

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NBC-New York, 6/1/62

NBC TRADE NEWS

June 1, 1962

HELENE CURTIS, FOR SECOND CONSECUTIVE SEASON (1962-63),

PLACES ITS NETWORK TV BUSINESS EXCLUSIVELY WITH NBC

Buys into 'Virginian,' 'Jack Paar Show,' 'Saturday Night at Movies'

Helene Curtis Industries Inc. will once again -- as it did this season -- place its network television business exclusively on NBC-TV with sponsorship in three 1962-63 nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales. The three programs in which Helene Curtis purchased sponsorship are: "The Viriginian," "The Jack Paar Show," and "Saturday Night at the Movies."

"The Viriginian," in which Helene Curtis' sponsorship begins on the program's premiere, Sept. 19, is a new 90-minute series in color, which will be broadcast Wednesdays, 7:30-9 p.m. NYT. Lee J. Cobb, James Drury, Doug McClure, Pippa Scott, Gary Clarke and Roberta Shore are the series' regular stars.

Helene Curtis' sponsorship in "The Jack Paar Show" begins Nov. 9. The new color program, starring Jack Paar, will be presented Fridays, 10-11 p.m. NYT, beginning Sept. 21.

"Saturday Night at the Movies" will begin its second season Sept. 22, and Helene Curtis' second season of sponsorship in the program also begins that date. "Saturday Night at the Movies" will feature thirty uncut, full-length, new-to-television motion pictures selected from 120 post-1950 20th Century-Fox films available to NBC.

The Helene Curtis orders were place through E. H. Weiss & Co.

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NBC TRADE NEWS

June 1, 1962

MERCK, SHARP & DOHME DIVISION OF MERCK WILL SPONSOR SPECIAL
NBC NEWS TV PROGRAM, 'BREAKTHROUGH: MENTAL ILLNESS'

Merck, Sharp & Dohme Division of Merck & Co. Inc. will sponsor "Breakthrough: Mental Illness," a special NBC News program examining dramatic progress in the study and treatment of mental illness, to be broadcast Friday, June 22 (9:30-10:30 p.m. EDT). The sponsorship was announced today by John M. Otter, Director, Special Program Sales, NBC Television Network.

"Breakthrough: Mental Illness" will include scenes of a psychiatric emergency ward, a walk-in clinic for the emotionally ill, a psychiatric interview with an entire family, a new treatment for disturbed children, an experiment with monkeys that may help to unravel the mystery of schizophrenia, and the use of motion picture cameras in the study and treatment of the mentally ill.

NBC News correspondent John Chancellor will be in an NBC studio in New York to comment on remote pickups from that city, Detroit, Indianapolis, Seattle and Oklahoma City. He will be assisted by Dr. John Romano, chairman of the department of psychiatry at the University of Rochester School of Medicine and Dentistry and psychiatrist-in-chief at the Rochester Medical Center.

The Merck, Sharp & Dohme order was placed through Troy-Beaumont, Inc.

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'INTERNATIONAL CHAMPIONSHIP DEBATE' JULY 3

Students at England's Oxford Univ. Will Meet American Winners
Of NBC-TV 'Championship Debate' Series in Full-Hour Program

FOR RELEASE MONDAY, A.M. JUNE 4

Students at Oxford University in England will meet the American winners of NBC-TV's recent "Championship Debate" series Tuesday, July 3 in an "International Championship Debate" on the NBC-TV Network (7:30 p.m. EDT). This special full-hour live program was announced today by William R. McAndrew, Executive Vice President, NBC News.

The American representatives will be Anne Hodges of Dallas, Texas, and John R. Swaney of Sherman, Texas. They made up the North Texas State University team which won the National Television Debate Championship in the May 12 finals on "Championship Debate." The Oxford representatives and the debate topic will be announced. (This special program will pre-empt "Laramie" on this date only).

"We are very pleased to be able to present this exciting contest between the top American and British debate teams," Mr. McAndrew said. "The North Texas team winners have proven their skill, appeal and knowledge during four appearances on 'Championship Debate.' The Oxford team is equally clever, tart and expert. It will be both informative and entertaining to hear and see these superb teams argue a vital issue of the day."

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"International Television Debate" is the result of a challenge cabled to NBC in March by the Oxford Union of Oxford University, suggesting that the winner of "Championship Debate" meet an Oxford team in an international debate. The victorious North Texas State University team accepted the challenge, and NBC has scheduled the contest as a nighttime special. "Championship Debate" had been presented Saturday afternoons.

Moderator of the international debate will be Dr. James H. McBath, associate professor of speech at the University of Southern California and chairman of the National Debate Board of the American Forensic Association. He was also moderator for "Championship Debate." The American Forensic Association will select the judges for the July 3 debate.

"International Television Debate" will be a Public Affairs presentation of NBC News. George Heinemann will be executive producer and Blair Chotzinoff the producer. The program will be presented in cooperation with the American Forensic Association and the American Student Foundation.

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NBC-New York, 6/1/62

"HERE'S HOLLYWOOD" STAFFERS OFF TO EUROPE FOR INTERVIEWS

Peer Oppenheimer, executive producer of NBC-TV's "Here's Hollywood," and Jack Linkletter, co-host on the series, enplane for West Berlin, Nice, Monte Carlo and Munich on Saturday, June 2 to film interviews with theatrical personalities.

While in Berlin they will chat with Christine Kaufman and Don Murray. In Nice they will talk with Hope Lange, and in Monte Carlo with Mark Damon.

Interviews are scheduled in Munich with Steve McQueen and James Garner. The Oppenheimer-Linkletter schedule calls for a return to Hollywood Sunday, June 17. The overseas interviews will be shown on future "Here's Hollywood" programs.

Oppenheimer, Linkletter and co-host Helen O'Connell had just returned to Hollywood from two weeks in New York where they interviewed celebrities.

Since its premiere in September, 1960, "Here's Hollywood" has visited Paris, Rome, Stockholm, West Berlin, Hawaii, Alaska, London and Tokyo -- some cities more than once.

("Here's Hollywood" is presented on NBC-TV Mondays through Fridays, 4:30-4:55 p.m. EDT).

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NBC-New York, 6/1/62

CREDITS FOR THUNDERBIRD CLASSIC INVITATIONAL GOLF

TOURNAMENT COVERAGE ON NBC-TV NETWORK

Date and Time: Sunday, June 10, 5 to 6 p.m. EDT.

Program Summary: Play at the final three holes of the first Thunderbird Classic Invitational Golf Tournament at the Upper Montclair Country Club in New Jersey. Seven TV cameras will be used for the coverage.

Facts on Course: Upper Montclair is 7,055-yard, par 72 course. Holes being televised are:

No. 16 -- 405 yards, par 4

No. 17 -- 230 yards, par 3

No. 18 -- 600 yards, par 5

Commentators: Bud Palmer and Chick Hearn.

Producer: Perry Smith.

Director: Harry Coyle.

Sponsor: Ford Motor Company.

Agency: J. Walter Thompson Company.

NBC Press Representative: Bob Goldwater (New York).

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NBC-New York, 6/1/62

June 1, 1962

NBC NEWS NOTES

The 10 top public service or informational specials on the TV networks between October, 1961, and April, 1962, were all presented on NBC. Sponsor Magazine's "Sponsor-Scope" lists the programs, taken from Nielsen ratings for the October-April period. The roster follows:

<u>PROGRAM</u>	<u>AVERAGE AUDIENCE PER MINUTE</u>	
	<u>%</u>	<u>Homes</u>
1. "The World of Jimmy Doolittle"	19.9	9,751,000
2. "The Real West"	19.1	9,359,000
3. "The Good Ship HOPE"	17.9	8,395,000
4. "We the People"	17.0	7,973,000
5. "U. S. #1: American Profile"	16.7	8,183,000
6. "NBC White Paper: Red China"	15.9	7,791,000
7. "Japan: East Is West"	15.3	7,176,000
8. "NBC White Paper: Battle of Newburgh"	14.7	7,203,000
9. "Our Man in Vienna"	14.2	6,958,000
10. "U. S. Sentry Abroad"	14.1	6,613,000

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Good Housekeeping Magazine asked 11 prominent women to name the nicest man they ever met. The only one to name her husband was Mrs. Chet Huntley, wife of NBC's award-winning newsman.

* * *

NBC News producer Chet Hagan is one of those rare people who drives to work in New York City everyday from his home in suburban Westfield, N. J., 30 miles away.

No mean task, Hagan's trip involves a four-lane highway, a six-lane turnpike, a tunnel, large buses, small sports cars and New York's midtown traffic.

There is one saving feature to Hagan's routine -- he does his driving after the rush hour.

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June 4, 1962

'THE RUFF AND REDDY SHOW' CARTOON SERIES IS RETURNING TO NBC-TV NETWORK AS SATURDAY MORNING COLOR ATTRACTION; SPONSORS WILL INCLUDE MARX TOYS, HORSMAN DOLLS, SELCHOW & RIGHTER GAMES; CAPTAIN BOB COTTLE TO BE HOST

"The Ruff and Reddy Show," a longtime favorite cartoon series previously on NBC-TV for three years, returns to the network as a color series Saturday, Sept. 29 (9:30-10 a.m. NYT), starring a new host, Captain Bob Cottle.

The program was announced today by Robert F. Aaron, Director, Daytime Programs, NBC Television Network. Sponsors to date include Marx Toys, Horsman Dolls, and Selchow & Righter Games, through their respective agencies: Ted Bates & Co. Inc., Manchester Organizations Inc., and Doner-Harrison Inc.

Captain Bob has been a popular children's performer in Boston (on WHDH-TV) for the past five years.

"We are delighted to have Captain Bob join the network," Mr. Aaron said. "When they think of children's TV in Boston, they think of Captain Bob. The following he has among youngsters and many adults is unbelievable. Now, this genuinely warm performer, gentle and clever, will be seen by a nation-wide audience."

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2 - 'The Ruff and Reddy Show'

Each color program will feature three or four "Ruff and Reddy" cartoons. Between showings, Captain Bob will spin yarns, draw amusing and instructive sketches and entertain the youngsters with his puppets, Jasper and Gramps.

"The Ruff and Reddy Show" is a Hanna-Barbera cartoon production distributed by Screen Gems, a subsidiary of Columbia Pictures Inc.

Ruff (a cat) and Reddy (a dog) originally mounted their adventures into outer space, beneath the seas, through the African jungle and the Okechokee Swamp between December, 1957 and October, 1960 on NBC-TV. Color Broadcasting of the series began in June, 1959. However, all the upcoming episodes originally seen in black and white now will be presented in color.

("The Ruff and Reddy Show" will replace "Pip the Piper" in the NBC-TV Saturday morning time-spot.

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NBC-New York, 6/4/62

June 4, 1962

NBC NEWS OFFERED SWIFT TV AND RADIO REPORTS ON FRENCH AIR CRASH

NBC-TV, VIA CABLE-FILM METHOD, PRESENTED
FIRST PICTURES OF ORLY AIRPORT DISASTER

First films of the crash of an Air France jetliner at Orly Airport yesterday (June 3), transmitted on the trans-Atlantic cable, were seen on the NBC-TV Network the same day.

The newsfilm of the crash (which killed 130 persons including 121 members of an art group from Atlanta, Ga., who were on their way home) was carried on Eurovision lines to London. From there, the film was transmitted to the United States via cable.

The exclusive cable-film was part of a five-minute NBC News special report, presented by NBC News correspondent John Chancellor at 5 p.m. EDT.

The film was again seen on the "This Is NBC News" premiere yesterday (6:30-7 p.m. EDT). The new Sunday program, with NBC White House correspondent Ray Scherer as anchorman, also presented a film report from Ray Moore at NBC affiliate WSB-TV in Atlanta, who interviewed Mayor Ivan Allen of that city and a young man whose parents were among the crash victims.

* * *

INTER-CITY PICKUPS PRESENTED ON NBC RADIO

Mayor Allen of Atlanta was interviewed on NBC Radio's "Monitor" Sunday at 3:17 p.m. EDT, after the Air France jetliner crashed at Orly Airport, Paris.

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2 - Air Crash

He told Aubrey Morris of WSB, the NBC radio affiliate in Atlanta, that he planned to fly to Paris that evening to help expedite the return of the bodies and gather information for relatives.

"Monitor" followed with a three-way hook-up at 5:24 p.m. EDT that included John Rich, NBC News' Paris correspondent, King Elliot of WSB and "Monitor" reporter Gordon Fraser in New York.

At 9:15 p.m. EDT, "Monitor" broadcast an interview with William B. Hartsfield, former Atlanta mayor, who told of the severe blow to the community's cultural resources. He was interviewed by WSB's King Elliot as part of a three-way hook-up including "Monitor" host Frank McGee in New York and John Rich in Paris.

NBC Radio delivered its first bulletin of the crash at 8 a.m. EDT Sunday, following with coverage via live circuit throughout the day in "News on the Hour."

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NBC-New York, 6/4/62

June 4, 1962

MANY PROGRAMS ON NBC RADIO NETWORK
DURING MAY SALUTED 'RADIO MONTH'

The NBC Radio Network celebrated "Radio Month" in May with promotional announcements (both live and transcribed) throughout the month's schedule, plus a 10-minute special montage of voices and theme music from famous programs of the past on "Monitor 62" Saturday, May 19.

Within NBC Radio's "Emphasis" features, scheduled eight times a day Monday through Friday, a total of 41 announcements, produced by the National Association of Broadcasters for "Radio Month," were broadcast. They included compliments to radio by all members of President Kennedy's Cabinet, each introduced by NAB President LeRoy Collins. In addition there were jingles created under the supervision of the NAB.

At least twice during each three-hour segment of "Monitor 62" each May weekend, the program hosts reminded listeners of "Radio Month" and pointed out facets of radio's vitality, including the sale of more than 22,000,000 sets per year, and the presence of radio in nearly every home in the country (more homes than contain telephones, according to the latest U. S. Census).

"Monitor 62" hosts are Mel Allen, Gene Rayburn, Bill Hayes, Frank McGee and Jim Lowe.

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NBC COLOR TELEVISION NEWS



June 4, 1962

ROSTER OF PROGRAM HOSTS FOR 'TONIGHT'

Following is a list of program hosts scheduled for the

"Tonight" show (NBC-TV color broadcasts, Mondays through Fridays, 11:15 p.m.-1 a.m. EDT) through Oct. 5.

June 4-8 -- Soupy Sales

June 11-15 -- Mort Sahl

June 18-22 -- Steve Lawrence

June 25-29 -- Jerry Lewis

July 2-6 -- Hugh Downs

July 9-13 -- Jimmy Dean

July 16-20 -- Arlene Francis

July 23-27 -- Jack E. Leonard

July 30-Aug. 3 -- Merv Griffin

Aug. 6-10 -- Merv Griffin

Aug. 13-17 -- (To be announced)

Aug. 20-24 -- (To be announced)

Aug. 27-31 -- Hal March

Sept. 3-7 -- Red Buttons

Sept. 10-14 -- Art Linkletter

Sept. 17-21 -- Art Linkletter

Sept. 24-28 -- Arthur Godfrey

Oct. 1-5 -- (To be announced)

The program will become "The Tonight Show Starring Johnny Carson" Monday, Oct. 8 when Johnny Carson takes over as permanent host of the late-night series.

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NBC NEWS PROVIDES PRINT OF 'HURRICANE!' PROGRAM
FOR PUBLIC LIBRARY IN GALVESTON, TEXAS

NBC News is providing the Rosenberg Library, the public library of the city and county of Galveston, Tex., with a print of "Hurricane!," the story of Hurricane Carla which was presented on NBC-TV's "Du Pont Show of the Week" May 27.

Librarian Charles O'Halloran requested the film from producer Al Wasserman. "Those of us who lived through Carla were most impressed with your production," O'Halloran said. He said the program "reflects so very well the drama of Hurricane Carla," which was "so important in Galveston's history."

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NBC-New York, 6/4/62

June 5, 1962

STATION WTVD, OF DURHAM-RALEIGH, N.C.,
BECOMES AN AFFILIATE OF NBC-TV NETWORK

Affiliation of Station WTVD (Channel 11), Durham-Raleigh, N. C., with the NBC Television Network, was announced jointly today by Tom Knode, Vice President, Station Relations, NBC, and Harman L. Duncan, General Manager of WTVD.

Capital Cities Broadcasting Corporation is the licensee for WTVD, which has a full power range of 316 kw visual and transmits from a tower 1,490 feet above average terrain. The station will be able to transmit color programs. J. Floyd Fletcher is co-general manager of the station.

Mr. Knode said: "We are delighted with this new affiliation in the Durham-Raleigh market. Sixty-eight per cent of NBC's exciting nighttime program schedule this Fall will be presented in color and many will now be available to the people of the Durham-Raleigh market through the facilities of WTVD. We look forward to a long and mutually rewarding relationship with WTVD and the people in this section of the 'bright leaf country'."

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NBC'S WILLIAM K. McDANIEL TO INSTALL OFFICERS
OF BROADCAST PIONEERS' N.Y. CHAPTER

William K. McDaniel, Executive Vice President, NBC Radio Network, will install six new officers of the Broadcast Pioneers, New York Chapter, Thursday evening, June 7, at the Empire Room of the Hotel Lexington.

Mr. McDaniel, a member of the Pioneers who also is President of the International Radio and Television Society, will induct: President Jeff Sparks (United Nations Station Relations Officer), Vice Presidents Peggy Stone (head of Radio-TV Reps.), Vincent Lopez (noted bandleader) and May Singhi Breen (the "Ukulele Lady" of early radio), Secretary Lilian Okun (Radio-TV Consultant, New York Public Library), and Treasurer Philip Edwards (Chairman of Broadcast Advertisers Reports).

Three of the new officers were identified prominently with NBC's early years: Jeff Sparks was on the announcing staff in the early Thirties; Vincent Lopez was on the NBC Radio Network's inaugural program (Nov. 15, 1926), and May Singhi Breen was heard on numerous programs with her husband, the late Peter De Rose.

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NBC-New York, 6/5/62

NBC COLOR TELEVISION NEWS



June 5, 1962

FRED GWYNNE (OF "CAR 54") WILL STAR IN GEORGE M. COHAN'S

"SEVEN KEYS TO BALDPATE" ON "DU PONT SHOW OF THE WEEK"

- - -
All-Star Cast of Seven Has Supporting Roles in Color Hour

Fred Gwynne (Officer Muldoon of NBC-TV's "Car 54, Where Are You?") will star as William Hallowell Magee in an NBC-TV color presentation of George M. Cohan's melodramatic farce, "Seven Keys to Baldpate," Sunday, June 24 (10-11 p.m. EDT) on "Du Pont Show of the Week."

Producer Lewis Freedman announced this final "Du Pont Show of the Week" program for the 1961-62 season. (Repeat presentations will begin on NBC-TV July 1 and the series will start its second season in the same day-and-time period Sept. 16).

An all-star cast of seven will have key supporting roles for "Seven Keys to Baldpate" -- which will be directed by Paul Almond from the original Cohan script -- as follows: Parker Fennelly as Elijah Quimby, Bruce Gordon as Bland, Mort Marshall as Max, Jayne Meadows as Myra Thornhill, Howard St. John as Mayor Cargan, Loring Smith as Hayden and Pat Stanley as Mary Norton. Additional casting for "Seven Keys to Baldpate" will be announced.

The drama, which will be an NBC New York origination on color tape, will have Jim Ambandos as associate producer, Budd Wilds as unit manager and Harriet Dryden as associate script editor.

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In the storyline for "Seven Keys to Baldpate," Magee (Gwynne) is a mystery writer who makes a \$5,000 wager with the owner of a deserted New England hostelry, the Baldpate Inn, that he can write (at the inn) a mystery play in 24 hours.

Magee arrives at the inn, whose caretaker is Quimby (Fennelly), in the dead of Winter to begin his bet. He has been given "the only key in the world" to the inn, described as the "lonest spot on earth."

But mysterious intruders, each with his own key, arrive to disturb Magee's literary concentration. They include a gangster (Gordon) with \$200,000 in cash, a corrupt civic official and eerie companion (St. John and Marshall), a distaff newspaper columnist (Miss Stanley), a railroad president (Smith), and an unidentified woman who becomes a murder victim (Miss Meadows). There is also a hermit, a ghost and a police chief. In a surprise ending, Magee wins, then loses, and finally regains his bet.

"Du Pont Show of the Week" is sponsored by the Du Pont Company through Batten, Barton, Durstine and Osborn Inc.

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NBC-New York, 6/5/62

GEORGETOWN UNIVERSITY HONORS BOB HOPE
- - -
Star Receives Honorary Degree While Attending
Graduation of His Eldest Son

WASHINGTON -- NBC-TV star Bob Hope added another laurel to his many awards June 4 when he received the honorary degree of Doctor of Humane Letters from Georgetown University, where he was attending the graduation of his eldest son, Tony.

The citation, which was presented to Hope by The Very Rev. Edward B. Bunn, S.J., President of Georgetown University, follows:

"It is our pleasure to welcome to our company and to honor one of the keenest satirists of our passing scene with a seemingly unlimited store of ever fresh grist for his mordant mill. For a generation and more he has deftly countered our self-importance with fun at our expense; he has brightened dark hours, made us laugh when we had but too much cause for tears. He has lampooned sham and pretension unsparingly and without let, yet in such pleasant, gentle wise that even the butts of his barbs, so far from being offended, have more often been among his cherished friends.

"Who does not know of the many and distant roads he has traveled, 'without ever leaving home,' heedless of danger or personal hardship, to bring respite and relaxation to the homesick, the war-weary, the battle-wounded? Who can forget his intrepidity in piercing the Iron Curtain to jibe at tyranny in its own stronghold and bring

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the saving gift of laughter to unhappy peoples with so much need, so little reason for mirth? Nor need one more than mention the limitless magnanimity with which he has so consistently lent his considerable talents to innumerable humanitarian causes for the relief of the needy and the assistance of the afflicted. We are not unmindful of at least one notable occasion when Georgetown enjoyed the benefit of his genial generosity.

"As his son today receives the laurel of a degree in course with honors, it has seemed a fitting occasion to pay equally merited tribute to his worthy father."

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NBC-New York, 6/5/62

NBC COLOR TELEVISION NEWS



June 5, 1962

'THE 3RD ANNUAL TV GUIDE AWARD SHOW' WILL OFFER
SKETCHES SPOOFING TV'S EFFECTS ON AMERICAN LIFE

A man and wife more devoted to their television set than to each other, an engaged couple whose courtship has been conducted with a background of TV programs, a TV celebrity whose home life has come to resemble his screen image, and a harried TV critic trying to ply his trade, will be among the characters depicted in sketches on "The 3rd Annual TV Guide Award Show" color broadcast on NBC-TV Sunday, June 24 (9-10 p.m. EDT).

Dave Garroway serves as host and narrator for the show spoofing the effects of television in American life. Stars Judy Holliday and Art Carney will play the characters in the comedy sketches on the revue and awards show.

The eight awards to personalities and programs, voted by viewers, will be presented at various points throughout the show by James Quirk, Publisher of TV Guide Magazine, in which the ballots for the nation-wide voting were published.

"The 3rd Annual TV Guide Award Show," which will be produced by Roger Gimbel, directed by Jim Elson and written by Goodman Ace and his staff, will originate in New York. Skitch Henderson will be musical director.

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NBC'S EDWARD STANLEY TO GIVE YESHIVA UNIVERSITY
LECTURE IN COURSE ON TV IN THE PUBLIC INTEREST

Edward Stanley, Director of Public Affairs for the National Broadcasting Company, will participate in a special course on "Television in the Public Interest" to be offered this Summer at Yeshiva University's Graduate School of Education in New York City.

Mr. Stanley will appear before the class Tuesday, July 17. The subject of his lecture will be, "The Four Corners of Network Responsibility: Education, Information, Culture and Religion." He will be one of eight prominent figures in television who will be guest lecturers in the special course conducted by Dr. Solomon S. Simonson, chairman of the Department of Language, Speech and Communication at the school.

NBC-New York, 6/5/62

June 6, 1962

WYNN OIL CO., IN ITS BIGGEST RADIO NETWORK ORDER,
BUYS INTO NBC'S "NEWS ON THE HOUR"

Wynn Oil Company has placed the biggest radio network order in its history. It will co-sponsor NBC Radio's "News on the Hour" for seven alternate weeks starting June 11, George A. Graham, Jr., Vice President and General Manager, NBC Radio Network, announced today.

This campaign will put Wynn's Friction Proofing commercials on the air at least eight times each weekday throughout the schedule which runs until Sept. 7, Mr. Graham said.

The Wynn order was placed through Erwin Wasey, Ruthrauff & Ryan Inc.

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CREDITS FOR NATIONAL OPEN GOLF CHAMPIONSHIP

COVERAGE ON NBC-TV NETWORK

Time: NBC-TV Saturday, June 16, 4:30-6 p.m.
EDT.

Program Summary: Play at the final four holes of the 62nd annual National Open Golf Championship at Oakmont (Pa.) Country Club. Nine TV cameras will be used for the coverage. This is the ninth straight year that NBC-TV is televising the tourney windup.

Facts and Course: Oakmont, scene of three previous National Opens, is 6,894-yard, par 71 course. Holes being televised are:

No. 15 -- 458 yards, par 4.
No. 16 -- 234 yards, par 3.
No. 17 -- 292 yards, par 4.
No. 18 -- 462 yards, par 4.

Commentators: Bud Palmer at 18th hole, Chick Hearn at 17th hole, Ed Kiely at 16th hole.

Producer: Perry Smith

Director: Harry Coyle.

Technical Directors: Jim Davis and Bill Patterson.

Sponsors (and Agencies): Wilson Sporting Goods Company
(Campbell-Mithun Inc.) and Humble Oil & Refining Company (McCann-Erickson Inc.).

NBC Press Representative: Bob Goldwater, New York.

NBC TELEVISION NETWORK NEWS

June 6, 1962

'THE NATIONAL CHAIRMEN,' NBC NEWS TELEVISION SPECIAL WITH HEADS
OF DEMOCRATIC AND REPUBLICAN COMMITTEES, SET FOR AUG. 26

Chairman John M. Bailey of the Democratic National Committee and Representative William E. Miller of New York, Chairman of the Republican National Committee, have agreed to appear on a special pre-election program on the NBC-TV Network Sunday, Aug. 26 (6-7 p.m. EDT). The program, titled "The National Chairmen," will be the first of eight special programs preceding NBC News' extensive coverage of the 1962 elections.

Bailey and Miller will be interviewed by NBC News correspondents Chet Huntley and David Brinkley, who will be anchormen of the Election Night coverage. The program will originate live in Washington.

The interviews will establish a background for the other special programs examining key contests for governorships, Senate and House seats, according to Chet Hagan, who will produce the first seven of these programs. Reuven Frank will produce the eighth program and the Election Night coverage on television Tuesday, Nov. 6.

"We expect hard-hitting questions from Huntley and Brinkley about the strength of the two parties and the various candidates' chances for victory in the leading races that will hold the nation's interest as the campaigns progress," Hagan said.

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For July, 1962 (All Times EDT)

Sunday, July 1

- 5:30-6 p.m. -- "Patterns in Music."
- 6-6:30 p.m. -- "Meet the Press."
- 7-7:30 p.m. -- "The Bullwinkle Show."
- 7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."
- 9-10 p.m. -- "Bonanza."

Monday through Friday, July 2-6

- 10:30-11 a.m. -- "Play Your Hunch."
- 11-11:30 a.m. -- "The Price Is Right."
- 12 noon-12:30 p.m. -- "Your First Impression."
- 2-2:25 p.m. -- "The Jan Murray Show."
- 11:15 p.m.-1 a.m. -- "Tonight."

Monday, July 2

- 8:30-9 p.m. -- "The Price Is Right."

Wednesday, July 4

- 10-10:30 p.m. -- "Play Your Hunch."
- 10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, July 5

- 10-11 p.m. -- "Sing Along with Mitch."

Saturday, July 7

- 9:30-10 a.m. -- "Pip the Piper."
- 10-10:30 a.m. -- "The Shari Lewis Show."

(more)

2 - NBC-TV's July Color Schedule

Saturday, July 7 (Cont'd)

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

Sunday, July 8

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Du Pont Show of the Week" - "The Ziegfeld Touch."

Monday through Friday, July 9-13

(NOTE: On July 10, NBC will broadcast an All-Star Baseball game in color, at a time to be announced. Thus, one or more daytime color programs may be pre-empted on this date.)

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "Tonight."

Monday, July 9

8:30-9 p.m. -- "The Price Is Right."

Tuesday, July 10

All-Star Baseball Game. Time to be announced.

7:30-8:30 p.m. -- "Laramie."

Wednesday, July 11

10-10:30 p.m. -- "Play Your Hunch."

10:30-11 p.m. -- "David Brinkley's Journal."

Thursday, July 12

10-11 p.m. -- "Sing Along with Mitch."

(more)

3 - NBC-TV's July Color Schedule

Saturday, July 14

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

9-11 p.m. -- Saturday Night at the Movies - "Destination Gobi."

Sunday, July 15

5:30-6 p.m. -- "Patterns in Music."

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

Monday through Friday, July 16-20

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "Tonight."

Monday, July 16

8:30-9 p.m. -- "The Price Is Right."

10-11 p.m. -- "The Peace Corps in Tanganyika" (repeat program special).

Tuesday, July 17

7:30-8:30 p.m. -- "Laramie."

Wednesday, July 18

10-10:30 p.m. -- "Play Your Hunch."

10:30-11 p.m. -- "David Brinkley's Journal."

(more)

4 - NBC-TV's July Color Schedule

Thursday, July 19

10-11 p.m. -- "Sing Along with Mitch."

Saturday, July 21

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

Sunday, July 22

5:30-6 p.m. -- "Patterns in Music."

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

Monday through Friday, July 23-27

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "Tonight."

Monday, July 23

8:30-9 p.m. -- "The Price Is Right."

Tuesday, July 24

7:30-8:30 p.m. -- "Laramie."

Wednesday, July 25

7:30-8:30 p.m. -- "Wagon Train."

10-10:30 p.m. -- "Play Your Hunch."

10:30-11 p.m. -- "David Brinkley's Journal."

(more)

5 - NBC-TV's July Color Schedule

Thursday, July 26

9:30-10 p.m. -- "The Lively Ones," starring Vic Damone as host.
(Premiere)

10-11 p.m. -- "Sing Along with Mitch."

Saturday, July 28

9:30-10 a.m. -- "Pip the Piper."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Tales of Wells Fargo."

9-11 p.m. -- "Saturday Night at the Movies" - "Stars and Stripes
Forever."

Sunday, July 29

5:30-6 p.m. -- "Patterns in Music."

6-6:30 p.m. -- "Meet the Press."

7-7:30 p.m. -- "The Bullwinkle Show."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

Monday and Tuesday, July 30 and 31

(NOTE: On July 30, NBC will broadcast an All-Star Baseball game in color, at a time to be announced. Thus, one or more daytime color programs may be pre-empted on this date.)

10:30-11 a.m. -- "Play Your Hunch."

11-11:30 a.m. -- "The Price Is Right."

12 noon-12:30 p.m. -- "Your First Impression."

(more)

6 - NBC-TV's July Color Schedule

Monday and Tuesday, July 30 and 31 (Cont'd)

2-2:25 p.m. -- "The Jan Murray Show."

11:15 p.m.-1 a.m. -- "Tonight."

Monday, July 30

All-Star Baseball Game. Time to be announced.

8:30-9 p.m. -- "The Price Is Right."

Tuesday, July 31

7:30-8:30 p.m. -- "Laramie."

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NBC-New York, 6/6/62

June 7, 1962

GENERAL MILLS AND SCHAPER MFG. CO. TO SPONSOR WEEKLY
RE-RUN SERIES OF 'CAPTAIN GALLANT' ON NBC-TV

"Captain Gallant," a filmed desert adventure series starring former Olympic swimming champion Buster Crabbe in the title role of a swashbuckling Foreign Legion officer, returns to the NBC-TV Network as a weekly re-run series starting Saturday, Sept. 29 (5:30-6 p.m. NYT).

The program will be sponsored by General Mills Inc., through Dancer-Fitzgerald-Sample Inc., and by Schaper Mfg. Co. through Knox Reeves Advertising Inc.

"Captain Gallant," first presented on NBC-TV in 1955, was filmed in North Africa with the cooperation of the French Foreign Legion. Use of Legion troops and North African natives, and backgrounds that include the Legion headquarters, ancient French forts, Moroccan street scenes and the vast expanse of the Sahara Desert, lend authenticity to the program.

Crabbe, a star of television and motion pictures, portrays an American adventurer in Foreign Legion stories of bravery and intrigue. Featured in the series is Crabbe's son Cullen "Cuffy" Crabbe, who portrays a 10-year-old boy adopted by Captain Gallant when his father, also a Legion officer, is killed. Others in the cast include veteran comedy actor Fuzzy Knight as Fuzzy, Captain Gallant's orderly; Gilles Queant as Sgt. Duval and Daniel Lecourtois as the Colonel.

Frantel Inc. is the producer of the "Captain Gallant" series.

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June 7, 1962

REASSIGNMENT OF THREE NBC NEWS CORRESPONDENTS ANNOUNCED

John Rich and Bernard Frizell to Head Tokyo and Paris Bureaus, Respectively, and Cecil Brown Will Serve on U.S. News Programs

Reassignment of three NBC News correspondents, involving network bureaus in Paris and Tokyo has been announced by William R. McAndrew, Executive Vice President, NBC News.

The correspondents and their new assignments, effective Sept. 1, are:

John Rich, bureau chief in Paris, will head the NBC News bureau in Tokyo and serve as Chief, NBC News, Far East. As such he will report events throughout the Far East -- an area he covered from 1946 to 1954. James Robinson will continue to serve as bureau chief, Southeast Asia.

Bernard Frizell, now roving correspondent based in Paris, will become bureau chief in that city. He has had long experience in the French capital, both as a student at the Sorbonne and a correspondent for Time-Life.

Cecil Brown, Far East bureau chief in Tokyo for the past four years, will return to the United States to serve as correspondent on regular NBC News programs.

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John Rich served for nine years as a reporter in the Tokyo Bureau of the International News Service, before he was sent to Korea to cover the war there in 1950. A year later he joined NBC News and continued to report from Korea through the signing of the armistice and the return of American prisoners.

In 1954, he went to Indo-China to report on the closing events of that war, then returned to the U. S. for a year's leave of absence to study at the Russian Institute at Columbia University.

He rejoined NBC in 1955, was sent to Argentina to cover the revolt against Peron, then served successively in West Berlin, Leopoldville and Paris. Rich is a graduate of Bowdoin College. During World War II he was a Marine Lieutenant and served in the Pacific as a Japanese-speaking interpreter.

Bernard Frizell joined NBC News in December, and has served as roving NBC News correspondent in Europe and as head of the network news bureau in Leopoldville in the Congo. Frizell graduated from Brooklyn College and won fellowships in philosophy at Harvard University and the Sorbonne in Paris. In 1942, he worked on the New York Post, then joined the Office of War Information, serving first as a propaganda analyst and then as a radio newswriter.

In the U. S. Army, Frizell wrote news for the Seventh Army Radio and served as a war correspondent in the Psychological Warfare Branch. After the war he worked as a correspondent in the Paris bureau of Time-Life, then moved to New York to become a writer for Time magazine. Since he joined NBC News, Frizell has covered stories in many of the countries of Europe and Africa. He is the author of two novels, "Ten Days in August" (1956) and "Julie" (1960), both published by Simon and Schuster.

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FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

June 8, 1962

NBC REAFFIRMS ITS WILLINGNESS TO PERMIT PRE-SCREENING
OF TV NETWORK PROGRAMS BY NAB CODE AUTHORITY IN CASES
WHERE IT COULD HELP THE JUDGMENT OF A CODE QUESTION

The National Broadcasting Company today reaffirmed its willingness to permit the pre-screening of NBC Television Network programs by the NAB Code Authority in those cases where the Code Authority believes this is necessary to permit it to arrive at an intelligent judgment about a Code question. NBC's position was the subject of a letter from David C. Adams, Senior Executive Vice President, to NBC Television affiliates.

"We can see no element of 'censorship' or centralized control in pre-screening under these circumstances, which would always be done jointly with representatives of the network concerned, as a basis for discussion of the Code question involved," Mr. Adams wrote. "The Code Authority has been created by the broadcasters to advise and finally decide on questions of Code interpretation and application; and to initiate procedures for revocation of membership and withdrawal of the Code Seal where it believes the Code standards have been violated. This is the essence of the system of voluntary self-regulation in which the NAB Code and the Code Authority function.

"By the same token, the Code Authority does not undertake to direct decisions on whether or not a program is to be modified or broadcast -- those are decisions of the broadcaster alone. These

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principles are not only inherent in the whole framework of the Code operation, but are explicitly spelled out in the outline of procedures agreed upon by the three networks."

Mr. Adams wrote that the NAB "has been established by the industry itself, to serve the subscribing broadcasters -- stations as well as networks -- with advice and guidance on matters of Code application. We felt that in those exceptional cases where the Code Authority believed it necessary to view a program in order to judge a question of Code compliance, to preclude it from doing so would be inconsistent with the function and purpose for which it had been established by the industry."

Mr. Adams told the station managers that NBC felt "strengthening the processes of industry self-regulation and removing any questions of the effectiveness of its procedures represent the best and most meaningful safeguards against extensions of government regulation and intervention by government in the program process."

Mr. Adams pointed out that NBC is already implementing the procedures agreed upon with the NAB Code Authority, by furnishing the NAB Code offices with detailed advance program information and by day-by-day consultation between NBC's Broadcast Standards staff and representatives of the NAB Code Authority on program questions as they arise in the course of Broadcast Standards review. He emphasized NBC's belief that these arrangements "would normally result in resolving any Code question prior to completion of a program."

As an additional measure toward keeping affiliates informed about the program material NBC-TV offers, Mr. Adams announced that Broadcast Standards editors soon will prepare an appropriate synopsis of each program episode in the adventure, Western and suspense drama categories as they review the scripts. These advance Program Summaries will be sent to NBC-TV affiliates and to the NAB Code offices.

June 8, 1962

PROMOTION MANAGERS OF NBC-TV'S AFFILIATES IN EAST WILL MEET
IN NEW YORK WITH NBC EXECUTIVES FOR FIRST IN
SERIES OF FOUR REGIONAL SEMINARS

Promotion managers of NBC-TV's affiliated stations in the East will convene in New York, Thursday and Friday, June 14 and 15, with NBC executives for the first in a series of four regional seminars at which NBC-TV's advertising and promotion plans for the 1962-63 season will be outlined. Subsequent meetings will be held in New Orleans, June 17-18; Chicago, June 19-20; and Los Angeles, June 21-22.

Sydney H. Eiges, Vice President, Public Information, will conduct the meetings. Mr. Eiges said the promotion managers and network executives will take part in a full discussion of promotion ideas.

NBC personnel participating in the regional meetings will be Ellis O. Moore, Vice President, Press and Publicity; Al Rylander, Vice President, Promotional Services; John Porter, Director, Advertising; Gerald Rowe, Manager, Audience Advertising and Promotion; Ray Johnson, Manager, Station Promotion.

In Los Angeles, Casey Shawhan, Director, Press and Publicity, West Coast, and Don Allen, Manager, Promotional Services, also will take part in the seminars. Reyn Parke will represent McCann-Erickson, Inc., advertising agency for NBC, in the meetings.

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NBC TELEVISION NETWORK NEWS

June 8, 1962

NBC NEWS CORRESPONDENT ELIE ABEL WILL ACCOMPANY
SECRETARY OF STATE RUSK ON TOUR OF WEST EUROPE

NBC News' State Department correspondent Elie Abel will accompany Secretary of State Dean Rusk on his tour of Western European nations June 19-28.

Rusk, who is scheduled to visit Paris, West Berlin, Bonn, Rome, London and Lisbon, is expected to confer with President de Gaulle of France, Chancellor Adenauer of Germany, Prime Minister Macmillan of Great Britain and other European leaders. His talks concerning the state of the Western Alliance will have particular reference, it is believed, to the relationship between the North Atlantic Treaty Organization and any European political union that might come into existence.

Abel's reports will be presented on NBC News programs on the NBC-TV and NBC Radio Networks. He will work with NBC News resident correspondents -- John Rich and Bernard Frizell in Paris, Piers Anderton in West Berlin and Bonn, Irving R. Levine in Rome, and Joseph C. Harsch and Robert MacNeil in London.

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NBC-TV'S HUGH DOWNS WILL ADDRESS GRADUATION CLASS
OF BERGENFIELD, N.J., HIGH SCHOOL

NBC-TV's Hugh Downs will be the principal speaker at the baccalaureate service for the 1962 Bergenfield, N.J., High School graduating class on June 17.

Downs' address, titled "Personal Freedom," will be to 272 members of the graduating class, members of the school's faculty, the local Board of Education, and invited guests.

Currently host of NBC-TV's "Concentration," and announcer on the "Tonight" show, Downs will become host of NBC-TV's "Today" show Sept. 10, at which time his duties with "Tonight" will terminate.

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NBC-New York, 6/8/62

NBC RADIO NETWORK NEWS

June 8, 1962

NBC RADIO TO BROADCAST PRESIDENT KENNEDY'S ADDRESS AT YALE

President Kennedy's address to the graduating class of Yale University in New Haven Monday morning, June 11, will be recorded and broadcast on the NBC Radio Network the same day at 12:35 p.m. EDT. The President will receive an honorary degree at the commencement exercises.

AN NBC NEWS RADIO SPECIAL ON MONDAY, JUNE 18, WILL REPORT ON CANADIAN GENERAL ELECTIONS

A special NBC News program reporting on the Canadian General Elections will be broadcast on the NBC Radio Network (except WNBC), 10:15-10:30 p.m. EDT, Monday, June 18 -- the day Canadians go to the polls.

NBC News correspondent Leif Eid will report from Ottawa and correspondent Robert McCormick will report from Washington on the meaning of the election for the United States.

The program will be produced in New York by Ray Hasson.

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'THE BEST OF EMPHASIS,' COLLECTION OF 185 COMMENTARIES
BY NBC NEWS CORRESPONDENTS ON "EMPHASIS" RADIO SERIES,
WILL BE PUBLISHED BY THE NEWMAN PRESS IN OCTOBER

"The Best of Emphasis," a collection of 185 commentaries broadcast by NBC News correspondents on NBC Radio's "Emphasis" series, will be published in October by the Newman Press, Westminister, Md.

"Emphasis," an award-winning series of five-minute reports, is heard 40 times a week on the NBC Radio Network. The broadcasts consist of informal essays on a wide range of subjects, feature stories about people and places in the news, and news analyses by NBC News foreign and domestic correspondents.

Forty-five correspondents will be represented in the book, which will be published simultaneously in clothbound and paperback editions.

The foreword was provided by William R. McAndrew, Executive Vice President, NBC News. "The Best of Emphasis" was compiled and edited by Arthur W. Hepner of the NBC News Division.

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NBC-New York, 6/8/62

June 11, 1962

PROCTER & GAMBLE TO SPONSOR 'SIR FRANCIS DRAKE,' NEW NBC-TV
WEEKLY DRAMATIC SERIES ABOUT GREAT ADVENTURER

"Sir Francis Drake," a new weekly half-hour filmed dramatic series about one of the greatest adventurers in history, will start on NBC-TV Sunday, June 24 (8:30 p.m. EDT).

The series, to be shown here for the first time, was filmed in England. It will take the time period of the vacationing "Car 54, Where Are You?" which will return for its second season on NBC-TV Sunday, Sept. 16.

"Sir Francis Drake" will be sponsored by Procter & Gamble Company through Leo Burnett Company Inc., advertising agency.

British actor Terence Morgan stars in the title role of the 16th Century adventurer who led an amazing life as a mariner, soldier, pirate, explorer, spy and as an important figure in the court of Queen Elizabeth I. Drake's exploits included the rescue of Sir Walter Raleigh's lost colony in Virginia, an attack on the Spanish fort at Saint Augustine, in what is now Florida; and the release of a Seminole Indian princess, who guided his ship around Florida to what is now Tampa. His adventures off the coast of Cuba, Mexico and South America are legendary. He also was the first Englishman to sail through the Straits of Magellan, and he discovered Cape Horn and proved that the continent of South America did not extend to the South Pole.

In bringing the fictional stories to television, research and attention to historical detail were stressed. As an example, an

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exact replica of Drake's ship, The Golden Hind, was constructed for the at-sea location shots.

Many glamorous stars will be featured in the series, including Jean Kent as Queen Elizabeth I and Pamela Brown as Queen Catherine.

Morgan began his acting career when he won a scholarship to the Royal Academy of Dramatic Arts. He has performed in many British stage and film productions and in numerous internationally-popular motion pictures including "Encore," "Mandy," "Captain Horatio Hornblower" and "Dance Little Lady."

"Sir Francis Drake" is an International Telefilm Corporation (ITC) production. The series was produced by Anthony Bushell, who also directed one of the episodes and was guest star in another. British-born Bushell has many Hollywood and English film credits. In World War II he served with the Welsh Guards and took part in the invasion of Normandy in 1944. After the war, he was associate producer and actor in Laurence Olivier productions including "Richard III" and "The Prince and the Showgirl." Bushell also has acted on several ITC series and, most recently, was director of the Winston Churchill series, "The Valiant Years."

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NBC-New York, 6/11/62

NBC COLOR TELEVISION NEWS



June 11, 1962

NBC-TV STUDIO 6-A IN N.Y. IS BEING EQUIPPED FOR COLOR PROGRAMS
This Will Bring Total of Network's Color Studios in City to Seven

NBC-TV's Studio 6-A in the RCA Building, New York City, is being equipped with color broadcasting facilities. When completed in July, and when the Peacock Theatre is completed in September, NBC-TV will have seven studios in New York City from which color programs can originate.

Studio 6-A, originally constructed as a radio studio, was completely renovated as a black-and-white TV facility last year, and began operation Sept. 11, 1961. Its decor and technical facilities were designed to be readily adaptable for color television.

Other NBC-TV color studios in New York City are the Colonial Theater, Brooklyn 1 and Brooklyn 2, and studios 6-B and 3-K in the RCA Building. The Peacock Theatre, which earned industry fame under its former name -- Studio 8-H -- is also in the RCA Building, and is being completely renovated for color programs in the Fall.

Many NBC-TV programs are broadcast currently from 6-A, including "Say When," "Concentration," "The Huntley-Brinkley Report" (New York portion), "Update," "Meet Mr. Wizard," and "The Nation's Future."

As a radio studio, 6-A was frequently the scene of such popular programs as the "Bell Telephone Hour," "Can You Top This?" "Manhattan Merry Go Round," "The Eternal Light" and "The Camel Caravan." Personalities originating radio shows there included Fred Allen, Fred Waring, Perry Como and Milton Berle.

NBC TELEVISION NETWORK NEWS

June 11, 1962

JACK LESCOULIE RETURNING TO NBC-TV'S "TODAY" SHOW

Jack Lescoulie, a member of NBC-TV's "Today" cast for nine years before leaving the show last Summer, will return to the early-morning series July 9 as a regular panelist, it was announced today by Carl Lindemann Jr., Vice President, Special Projects, for NBC News.

"We are very delighted to have Mr. Lescoulie back on 'Today,' a program with which he has so long been identified," Mr. Lindemann said. "He is one of television's most popular personalities and his delightful sense of humor and easy-going manner will be a valuable addition to the program."

As announced earlier, Hugh Downs will be the new host of the Monday-through-Friday (7-9 a.m. NYT) series, starting Sept. 10. Frank Blair, another long-time member of the cast, will continue presenting the news.

Mr. Lescoulie was a regular panel member on "Today" from the day it started, Jan. 14, 1952, until last July. During the past season he was co-star of "1,2,3--Go!" on NBC-TV.

Born in Sacramento, Calif., he began his broadcasting career as an announcer at KGFJ, Los Angeles. After attending Los Angeles City College, he appeared at Pasadena Playhouse in a role that brought him to New York and other stage assignments. He then returned to Los Angeles to create the "Groucho Club" for NBC's Pacific Coast network. Following World War II service in the Army Air Force, Mr. Lescoulie returned to New York and, with Gene Rayburn, created the "Jack and Gene Show" on a local radio station. He joined CBS as a TV producer in 1950 and moved to NBC when "Today" started.

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ROBERT A. BISCHOFF OF NBC DIES

- - -
Services June 12 for Unit Manager of 'Sing Along with Mitch'

Robert A. Bischoff, an NBC-TV executive and unit manager for the "Sing Along with Mitch" program, died June 9 in Holy Name Hospital, Teaneck, N. J., as a result of injuries sustained in an assault. Bischoff would have been 34 years old on June 10.

Born in Englewood, N. J., Bischoff was a graduate of Fort Lee High School and Ithaca College, where he received a Bachelor of Arts degree in 1950. He joined the National Broadcasting Company in August, 1950, as a page, and in February, 1961, became a unit manager after a series of promotions. From November, 1950 until October, 1953, Bischoff served in the United States Army. At the time of his death, he was a captain in the Artillery Reserve. Lutheran services will be held at Volk Funeral Home in Teaneck, N. J. at 8 p.m. June 12. Military burial will take place June 13 at George Washington Cemetery in Paramus, N. J.

Mr. Bischoff is survived by his wife, Eileen Yoeckel Bischoff.

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NBC-New York, 6/11/62

NBC COLOR TELEVISION NEWS



June 11, 1962

'VINCENT VAN GOGH: A SELF-PORTRAIT,' WINNER OF 3 TOP AWARDS,
WILL REPRESENT U.S. IN VENICE INTERNATIONAL FILM EXHIBIT

"Vincent Van Gogh: A Self-Portrait," already the winner of three major awards in this country, has been selected to represent the United States in the Venice International Film Exhibition June 13-16.

The NBC News documentary was previously honored with an Emmy Award for its writer-producer, Lou Hazam; a George Foster Peabody Award, and a citation by the National Association for Better Radio and Television as the best single program of the year.

The Committee on International Non-Theatrical Events has announced that "Vincent Van Gogh: A Self-Portrait" will be entered in the first of Venice's three major festivals, the exhibition of films on art. CINE, which coordinates U. S. selections for foreign film exhibitions, has also announced that the Van Gogh program was judged a finalist eligible for two other international festivals to be announced later.

The full-hour special color program was presented on the NBC-TV Network Nov. 17, 1961. It retraced the life of Van Gogh in the artist's own words and through his drawings and paintings -- many of them filmed for the first time. Lee J. Cobb spoke Van Gogh's words and Martin Gabel was narrator. An original score was composed by Jacques Belasco.

The broadcast was sponsored by the Lincoln-Mercury Division of the Ford Motor Company.

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June 12, 1962

KODAK, P&G AND TEXACO EACH PURCHASES ONE-THIRD SPONSORSHIP
IN 'THE 3RD ANNUAL TV GUIDE AWARD SHOW' ON NBC-TV IN COLOR

Eastman Kodak Company, The Procter & Gamble Company, and Texaco Inc. each has purchased one-third sponsorship of "The 3rd Annual TV Guide Award Show" color broadcast on NBC-TV Sunday, June 24 (9 to 10 p.m. EDT), it was announced today by John M. Otter, Director, Special Program Sales, NBC Television Network.

"The TV Guide Award Show," produced by Roger Gimbel and written by Goodman Ace and his staff, will be comprised chiefly of entertainment, with the award portion of the program taking up only a small segment of the hour. The program will originate in New York.

Dave Garroway will serve as host and narrator for the show, which will spoof the effects of television in American life. Stars Judy Holliday and Art Carney will play the characters in the comedy sketches.

Eight awards to personalities and programs, voted by viewers, will be presented at various points throughout the show by James Quirk, Publisher of TV Guide Magazine, in which the ballots for the nationwide voting were published.

The Kodak order was placed through J. Walter Thompson Co., and P&G and Texaco orders through Benton & Bowles Inc.

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June 12, 1962

COLLECTION OF 'NBC MUSIC APPRECIATION HOUR' RECORDINGS DONATED
TO LIBRARY OF CONGRESS BY NATIONAL BROADCASTING COMPANY

The National Broadcasting Company has donated to the Library of Congress its 1937-1941 collection of "NBC Music Appreciation Hour" radio broadcast recordings, it was announced today by William K. McDaniel, Executive Vice President, NBC Radio Network.

Conductor Walter Damrosch led the NBC orchestra in the hour-long broadcasts, on the air from 1928 to 1942, and delivered commentary aimed primarily at school children. The broadcasts were on the air each Friday during the school year (October-May), divided into half-hour segments designed for various education levels.

The donation was arranged by Robert W. Sarnoff, Chairman of the Board of NBC; Mr. McDaniel; Jennings Wood, Chief, Exchange and Gift Division of the Library of Congress; and Mrs. Robert Littell, daughter of Dr. Damrosch.

The gift consists of 200 16-inch broadcast recordings plus copies of educational aids for the broadcasts, such as teachers' guides covering 1929-1940, students' notebooks from 1930 to 1939, and Braille notebooks, which were added to the project in 1935.

Dr. Damrosch, who conducted the New York Symphony on the NBC Radio Network's inaugural program Nov. 15, 1926, died at the age of 88 on Dec. 22, 1950.

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NBC TELEVISION NETWORK NEWS

June 12, 1962

'TODAY' CAMERAS AND PERSONALITIES WILL GO
DEEP IN THE HEART OF TEXAS FOR FULL WEEK

"Today" cameras will focus on people and places of interest in the Dallas-Fort Worth area -- including the Six Flags Over Texas project, a modern horse ranch and the Fort Worth stockyards -- when NBC-TV's early-morning program originates from Texas during the week of June 25-29 (Monday through Friday, 7-9 a.m. EDT).

Host John Chancellor, Louise King and Jean Shepherd, New York radio and stage personality who has previously appeared on the "Today" panel, will be in Texas for the broadcasts. Frank Blair will remain in New York to present the news.

On Monday, June 25, the program will visit the Fort Worth stockyards, the largest yards in Texas. "Today" will show a cattle auction and present interviews with cattle buyers, cowboys, a foreman and others connected with the cattle business. Other features include a report on Western art and the Amon Carter Museum, and entertainment by the Jim Boyd singers.

On Tuesday, June 26 and Friday, June 29, the site for the "Today" broadcasts will be the sprawling Six Flags Over Texas entertainment park which brings to life the rich heritage of the state's past. The park, now in its second season, covers 110 acres in the Great Southwest Industrial District midway between Dallas and Fort Worth. The park is subdivided into six sections that tell the history of Texas: under Spain, under France, under Mexico, as a republic, in the Confederacy, and in the United States since annexation.

(more)

"Today" will originate from the Mexican and Texan sections on Tuesday. Attractions in the former area include the Fiesta Trains (sombbrero-crested narrow-gauge trains which take visitors past a panorama of scenes from Old Mexico), a Market Place with authentic Mexican handiwork on display, and entertainment by Mexican musicians and dancers.

In the Texas section, the largest area of the park, there is an authentic Indian Village, and a Texas frontier town with replicas of an old-time bank, barbershop, and other "main street" buildings. The section also has the depot for the narrow-gauge railroad which encircles the park.

On Friday, the program will originate from the Spanish section, where one of the unusual attractions is the Casa Magnetica, a house built on a slant and in which everything seems to defy gravity. Other features are the Confederacy, where the Old South "lives again" and a precision Confederate drill team performs, and the French section, where a riverboat takes visitors on a "danger-packed" trip up the Lavaca River. There will also be interviews with Angus G. Wynne Jr., President of the Great Southwest Corporation which developed the park, and Charles Meeker, Texas showbusiness figure who staged the entertainment.

On Wednesday, June 27, "Today" travels to Frisco, Tex., where the huge B. A. Philips horse ranch is located. Features will include: a tour of the modern ranch, where quarter-horses and Appaloosa horses are raised; interviews with key ranch personnel; a quarter-horse race, and a parade of Appaloosas.

On Thursday, June 28, the program will originate from the luxurious new Inn of the Six Flags, the official home for guests of Six Flags and visiting businessmen in the industrial district. Features will include interviews with the leading gubernatorial candidates and other prominent Texans, a film report on Dallas and a fashion show.

NBC RADIO NETWORK NEWS

DOROTHY GORDON WILL TAPE THREE 'YOUTH FORUMS' AND RECORD
'MONITOR' INTERVIEWS DURING TWO-MONTH TRIP TO BRAZIL

Dorothy Gordon will fly to Brazil Friday, June 15, to tape three "Dorothy Gordon Youth Forum" programs for presentation on WNBC-TV (New York) and on the NBC Radio Network in October. She also will record a series of interviews for NBC Radio's "Monitor."

During her two-month stay in the country, Mrs. Gordon will visit her son, Lincoln Gordon, United States ambassador to Brazil.

The subject of the three made-in-Brazil "Youth Forums" will be the Alliance for Progress, dealing in turn with economic, educational and inter-governmental aspects. Leading figures in Brazil will be co-panelists on the programs with bilingual students from universities in Rio de Janeiro and Sao Paulo.

A series of repeat broadcasts will be presented on the "Dorothy Gordon Youth Forum" this Summer, starting on WNBC-TV Sunday, June 17 (1:30 p.m. EDT) and on NBC-Radio Sunday, June 24 (network except WNBC, 2:05 p.m. EDT; WNBC only, 10:35 p.m. EDT). Mrs. Gordon is the forum's originator, producer and moderator.

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NBC-New York, 6/12/62

NBC NEWS WHITE HOUSE CORRESPONDENT SANDER VANOCUR
TO RECEIVE NORTHWESTERN UNIVERSITY MERIT AWARD

Sander Vanocur, NBC News White House correspondent, will receive a Merit Award from Northwestern University on Saturday, June 16. The award is presented to alumni for distinction in business or community service.

Vanocur will be among 26 of Northwestern University's outstanding alumni to be honored during Alumni Day on the Evanston, Ill., campus. Secretary of Labor Arthur J. Goldberg will also receive a Merit Award at the ceremonies.

Vanocur was graduated from Northwestern University in 1950. He worked for the Manchester Guardian, the BBC and CBS News in London, and for the New York Times before joining NBC News in 1957 as Washington correspondent. He has been White House correspondent since early 1961.

NBC-New York, 6/12/62

CREDITS FOR 'THE 3RD ANNUAL TV GUIDE AWARD SHOW'
ON THE NBC-TV NETWORK IN COLOR SUNDAY, JUNE 24

Program: "The 3rd Annual TV Guide Award Show"

Time: NBC-TV color broadcast, Sunday, June 24,
10-11 p.m. EDT.

Special Guest Star: Judy Holliday

Star: Art Carney

Host: Dave Garroway

Format: A series of vignettes and sketches, dealing
with an "at home" survey of America's
opinions of television. Presentation of
awards in eight categories, voted by tele-
vision viewers throughout the nation, will
alternate with comedy sketches.

Origination: New York and Hollywood.

Presenters: James T. Quirk, publisher of TV Guide
(Hollywood) Arthur Schulman, assistant to
the publisher (New York).

Producer: Roger Gimbel

Director: Jim Elson

Writers: Goodman Ace and staff.

Music Director: Skitch Henderson

Scenic Design: Tom Trimble

Sponsors: Texaco Inc., Eastman Kodak Company and
Procter & Gamble Company

Agencies: Benton & Bowles Inc. for Texaco and P&G;
J. Walter Thompson Company for Kodak.

(more)

1. (2012 年 11 月) 第 10 题

5. 10. 1992

ORDER OF SKETCHES AND AWARDS

1. Dave Garroway -- monologue on subject of television
2. Married Couple at Home Sketch -- Judy Holliday and Art Carney
3. Awards presented by James T. Quirk and/or Arthur Schulman of TV Guide
 - (a) Best Single News or Information Program
 - (b) Best News or Information Series
4. Engaged Couple Sketch -- Judy Holliday and Art Carney
5. Awards -- James T. Quirk and/or Arthur Schulman
 - (a) Favorite series (any type, any length)
 - (b) Favorite New Series (any type, any length)
6. Famous Television Celebrity Sketch -- Art Carney
7. Award -- James T. Quirk or Arthur Schulman

Best Single Dramatic Program
8. Television Critic and Wife Sketch -- Art Carney and Judy Holliday
9. Award -- James Quirk or Arthur Schulman

Best Single Musical or Variety Program
10. Dave Garroway Commentary
11. Awards -- James T. Quirk and/or Arthur Schulman
 - (a) Favorite Male Performer
 - (b) Favorite Female Performer
12. Garroway farewell remarks.

LIST OF CATEGORIES AND NOMINEES FOR TV GUIDE AWARDS

FAVORITE SERIES (any type, any length)

1. Ben Casey -- ABC
2. Bonanza -- NBC
3. Dr. Kildare -- NBC
4. Perry Mason -- CBS
5. Route 66 -- CBS

(more)

LIST OF TELEVISION AND RADIO

1. Dave Garroway -- Monday on network of television
2. National Council of Home Owners -- Judy Holliday and the network
3. Radio broadcast by James T. Quinn and the network of the

While

(a) Best Single News or Information Program

(b) Best News or Information Series

4. National Council of Home Owners -- Judy Holliday and the network

5. Awards -- James T. Quinn and the network

(a) Favorite Series (any type, any length)

(b) Favorite New Series (any type, any length)

6. Favorite Series (any type, any length) -- the network

7. Awards -- James T. Quinn and the network

Best Single News or Information Program

8. Television Critics and the network -- the network and the network

9. Awards -- James T. Quinn and the network

Best Single News or Information Program

10. Dave Garroway Commentary

11. Awards -- James T. Quinn and the network

(a) Favorite News Program

(b) Favorite News Series

12. Garroway Commentary

LIST OF TELEVISION AND RADIO AWARDS

FAVORITE SERIES (any type, any length)

1. Sam Clegg -- ABC

2. Garroway -- ABC

3. Dr. Williams -- ABC

4. Jerry Mason -- CBS

5. Garroway -- ABC

FAVORITE NEW SERIES (any type, any length)

1. Ben Casey -- ABC
2. Dr. Kildare -- NBC
3. Hazel -- NBC
4. The Defenders -- CBS
5. The Dick Van Dyke Show -- CBS

BEST SINGLE MUSICAL OR VARIETY PROGRAM

1. A. Freed's Hollywood Melody -- NBC
2. At This Very Moment -- ABC
3. Bob Hope Christmas Show -- NBC
4. Broadway of Lerner and Loewe -- NBC
5. The Judy Garland Show -- CBS

BEST SINGLE DRAMATIC PROGRAM

1. Arsenic and Old Lace -- NBC
2. Doyle Against the House -- NBC
3. The Power and the Glory -- CBS
4. The Prince and the Pauper -- NBC
5. Victoria Regina -- NBC

BEST SINGLE NEWS OR INFORMATION PROGRAM

1. CBS Glenn Orbit Coverage
2. NBC Glenn Orbit Coverage
3. Our Man in Vienna -- NBC
4. U. S. #1: American Profile -- NBC
5. White House Tour -- CBS

BEST NEWS OR INFORMATION SERIES

1. David Brinkley's Journal -- NBC
2. Douglas Edwards News -- CBS
3. Eyewitness -- CBS
4. Huntley-Brinkley Report -- NBC
5. The Twentieth Century -- CBS

(more)

FAVORITE NEW SERIES (and type and length)

1. Ben Casey -- 150

2. Dr. Hibbel -- 150

3. Hazel -- 150

4. The Defenders -- 150

5. The Dick Van Dyke Show -- 150

BEST SINGLE EPISODE OR VARIETY PROGRAM

1. A. L. Lundy's Hollywood History -- 150

2. All This Very Moment -- 150

3. Bob Hope Christmas Show -- 150

4. Broadway of London and London -- 150

5. The Judy Garland Show -- 150

BEST SINGLE DRAMATIC PROGRAM

1. Atlantic and Old Love -- 150

2. World's Greatest The House -- 150

3. The Tower and the Story -- 150

4. The House and the Tower -- 150

5. Victoria Regina -- 150

BEST SINGLE NEWS OR INFORMATION PROGRAM

1. CBS News Night Coverage

2. NBC News Night Coverage

3. Our Man in Vienna -- 150

4. W. E. B. DuBois Profile -- 150

5. White House Tour -- 150

BEST NEWS OR INFORMATION SERIES

1. Radio Brinkley's Journal -- 150

2. Douglas Edwards News -- 150

3. Newsweek -- 150

4. United Nations Report -- 150

FAVORITE MALE PERFORMER

1. Raymond Burr
2. Richard Chamberlain
3. Vincent Edwards
4. George Maharis
5. Robert Stack

FAVORITE FEMALE PERFORMER

1. Shirley Booth
2. Carol Burnett
3. Donna Reed
4. Connie Stevens
5. Loretta Young

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NBC-New York, 6/12/62

FROM THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

June 13, 1962

PRESIDENT AND CONGRESS TO HONOR BOB HOPE
NBC Star Will Be Third Entertainer in History to Receive
Gold Medal for 'Services to His Country
And to Cause of World Peace'

NBC star Bob Hope will become the third entertainer in history to be honored with a gold medal -- authorized by Congress, manufactured by the Treasury Department and presented by the President -- for his "services to his country and to the cause of world peace."

President Kennedy has signed into law Senate Joint Resolution 88, authorizing him "to present in the name of the people of the United States of America a gold medal of appropriate design to Bob Hope." Similar medals have previously been awarded only to George M. Cohan and Irving Berlin.

The medal, to include a portrait of Hope and appropriate text, will be struck by the U. S. Mint and furnished to the President for presentation to Hope.

The Senate Joint Resolution reads as follows:

"Whereas moments enriched by humor are moments free from hate and conflict, and therefore valued by mankind; and

"Whereas Bob Hope has given to us and to the world many such treasured moments; and

"Whereas he has done so unstintingly and unselfishly, with heavy demands on his time, talent and energy; and

"Whereas his contributions over a long period of years to the morale of millions of members of the United States armed services, in addition to those of our friends and allies, have been of immediate and enduring value; and

(more)

"Whereas these contributions have been made during Christmas and at other times by personal contact in countless miles of travel around the globe, to the farthest outposts manned by American youth, during times of peace and war, often under dangerous conditions and at great personal risk; and

"Whereas while at home he has given firm and imaginative support to humanitarian causes of every description; and;

"Whereas in all this Bob Hope has rendered an outstanding service to the cause of democracy, as America's most prized 'Ambassador of Good Will' throughout the world: Therefore be it

"Resolved by the Senate and House of Representatives of the United States of America in Congress assembled, That the President is authorized to present in the name of the people of the United States of America a gold medal of appropriate design to Bob Hope in recognition of his aforesaid services to his country and to the cause of world peace.

"The Secretary of the Treasury shall cause such a medal to be struck and furnished to the President. There is hereby authorized to be appropriated the sum of \$2,500 for this purpose."

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NBC-New York, 6/13/62

June 13, 1962

Attention, Sports Editors

GILLETTE AND CHRYSLER WILL CO-SPONSOR NBC-TV COLOR COVERAGE
AND NBC RADIO BROADCAST OF BOTH ALL-STAR BASEBALL GAMES

Both contests will be televised in color when the NBC-TV Network again carries baseball's two All-Star Games, scheduled for Tuesday, July 10 and Monday, July 30. The NBC Radio Network also will cover the twin attractions, the 32nd and 33rd in the All-Star series.

Co-sponsors of NBC's television and radio coverage will be the Gillette Safety Razor Company, through Maxon Inc., and Chrysler Corporation, through Leo Burnett Company Inc.

Washington's new District of Columbia Stadium will be the scene of the July 10 contest, which will begin at 1 p.m. EDT. The July 30 game will be played at Wrigley Field in Chicago, starting at 2 p.m. EDT. Air time on TV and radio will be 15 minutes before game time -- 12:45 p.m. EDT on July 10 and 1:45 p.m. EDT on July 30.

The American League holds a 16-14 edge, with one tie, in the All-Star series, which was inaugurated in 1933 in Chicago. However, the National League, with a 5-4 victory in the first game last year and two wins in 1960, is the closest it has been in the series since 1940. The only tie in the series was last year's second game, when rain halted a 1-1 battle after nine innings.

(more)

2 - All-Star Games

The plan for choosing the two teams is similar to last year's pattern of 25-man rosters for the first game and three additional players for the second. As in the past four years, the starters -- except for pitchers -- will be picked by the votes of players, managers and coaches, voting for players in their own league other than teammates. The elected eight starters on each team will play at least three innings in both games.

The rest of the squads and the starting pitchers will be selected by the two All-Star managers, Ralph Houk of the American League champion New York Yankees and Fred Hutchinson of the National League champion Cincinnati Reds. They will name the three extra players for the second game and also may change any or all of the pitching staff. Each of the 20 major league clubs must be represented on the All-Star teams by at least one player.

NBC-TV has televised every All-Star classic since 1950, including the two games in 1959, 1960 and 1961. The second games in 1960 (in New York) and 1961 (in Boston) were televised in color.

This will be the sixth straight year of All-Star coverage for NBC Radio, which broadcast the first game in 1933.

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NBC-New York, 6/13/62

NBC RADIO NETWORK NEWS

June 13, 1962

PRESIDENT KENNEDY'S VISIT TO MEXICO
IS TOPIC OF NBC NEWS RADIO SPECIAL

"The President in Mexico," a special NBC News report on President Kennedy's visit to that country, will be broadcast on the NBC Radio Network (except WNBC) Friday, June 29 from 9:05 to 9:30 p.m. EDT. (Time for WNBC will be announced).

With Steve Flanders as anchorman in New York, the program will recap the President's activities that day when he starts his three-day stay in Mexico. The program will also contain reports from NBC News correspondents Ray Scherer, Richard Valeriani and Dave Weber, who will all be covering the President's trip.

CREDITS FOR 'PLAY YOUR HUNCH' NIGHTTIME SHOW ON NBC-TV

Time: NBC-TV Network, in color, Wednesdays
from June 20 through Sept. 26,
10-10:30 p.m. EDT.

Emcee: Merv Griffin

Format: Nighttime version of daytime "Play
Your Hunch" audience-participation
show in which husband-and-wife teams
of contestants use their intuition
and powers of perception to solve
varied problems which usually
involve three choices identified as
X,Y and Z. The first of the two
competing teams to win three rounds
receives \$300 and, as "king of the
hill," goes on to meet new opponents.
Guest celebrities will participate
in the problems.

Announcer: Johnny Olsen.

Producer: Ira Skutch.

Director: Mike Gargiulo

Associate Producer: Frank Wait

Associate Director: Gertrude Rosenstein

Music Director: Joe Harnell

Ideas by Robert Lane, John Keel and George
Simon.

Production Staff: Roselle Barnhard, Chris Carroll, Leni
Epstein, Anne Nixon, Mimi O'Brien,
Ginger Piser, Joanne Warner

Set Designer: Frank Schneider

Unit Manager: Roy Hammerman

Packager: Goodson-Todman Productions, in
association with the NBC-TV Network.

Sponsors (and Agencies)
for nighttime show: Sealtest Division of National Dairy
Products Corporation (N.W. Ayer &
Son); Colgate-Palmolive Company (Ted
Bates & Company); P. Lorillard
Company and Mennen Company (both
through Grey Advertising).

Origination: NBC-TV Studios in New York

Original Starting Date of
Daytime Series on NBC-TV: Dec. 7, 1959.

NBC Press Representative: Bob Goldwater (New York).
-----o----- NBC-New York, 6/13/62

Time:

NBC-TV Network, in color, Wednesday
from 8:30 through 9:00 p.m. EDT.
10-10:30 p.m. EDT.

Genre:

Mary Griffin

Format:

Lightest version of daytime "Play
Your Hand" audience-participation
game in which number-and-odd-
of non-oddities use their intuition
and powers of perception to solve
various problems which usually
involve three choices identified as
X, Y and Z. The first of the two
competing teams to win three rounds
receives \$250 and, as "King of the
Hill," goes on to meet new opponents.
Guest celebrities will participate
in the program.

Executive:

Johnny Olsen

Producer:

Tom Swartz

Director:

Mike Gaffigan

Associate Producer:

Frank Hall

Associate Director:

Gertrude Rosenbaum

Music Director:

Tom Marshall

Stage Mgr.

Robert Lane, John Keel and George
Simon

Production Staff:

Roselle Bernstein, Chris Gaffigan, Leni
Gaffigan, Anne Nixon, Nina O'Brien,
Dinner Viner, Joanne Warner

Art Designer:

Frank Schneider

Unit Manager:

Ray Newman

Location:

Goodson-Todman Productions, Inc.
associated with the NBC-TV Network.

Executive (and sponsor)
for nighttime show:

Capital Division of National Bank
Products Corporation (New York &
San Francisco) (New York &
San Francisco), a subsidiary
of National City Company (New
York & San Francisco).

Organization:

NBC-TV Radio in New York

Original starting date of
show: 1960

Dec. 1960

FROM THE NATIONAL BROADCASTING COMPANY

City Rockefeller Plaza, New York 20, N. Y.

2-X-H

ROBERT W. SARNOFF CHALLENGES 'FALSE FEARS'

OVER EFFECTS OF TV ON U.S. IMAGE ABROAD

USIA Findings That American TV Exports Are Actually Making Favorable
Impression Overseas Are Cited in Address to Philadelphia USO

PHILADELPHIA, June 14 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today challenged "false fears" over the effects of television on America's image abroad and cited U. S. government findings that American TV exports are actually making a favorable impression overseas.

Mr. Sarnoff addressed a luncheon of the USO of Philadelphia, which presented its annual Liberty Bell Award to NBC's stations WRCV and WRCV-TV for their support of the USO. The award also commended the stations for comprehensive programming on behalf of "all civic, educational and cultural organizations in the community."

The NBC chief executive gave the results of a U. S. Information Agency survey of 34 of its field posts around the world on the impact of American television. He quoted the following summary from the agency's report:

"The wide popular favor American commercial TV enjoys, and belief that wholesale exposure of foreign audiences to impressions of America is on balance a blessing, however mixed, leads to the verdict that American commercial TV showings currently are more helpful than harmful in creating favorable attitudes toward the United States."

(more)

He added that this survey, made last year, was the latest of its kind. The only significant change in the export of American television programs since then, he said, has been a relative increase in news and informational programs.

In NBC's own case, he reported, news and informational broadcasts now make up more than 15 per cent of the company's total exports -- a higher percentage than the NBC Television Network presented domestically until three years ago. He said they have been seen in 54 countries on all five continents.

"This season," he said, "the BBC has been showing major NBC documentaries at the rate of more than one a month. Japan takes them at the rate of one hour a week, and Australia at the rate of more than an hour-and-a-half a week. These programs include NBC White Papers, News Specials and Project 20 productions. In Japan, incidentally, Fuji Television scored a hit with our 90-minute version of 'Victory at Sea,' the Project 20 naval history of World War II, and it will soon begin running the entire series of 26 half-hours.

"Not only have we interested the Japanese in viewing how the Allies won the war at sea but we have sold the opera-loving Austrians the NBC English-language production of Beethoven's 'Fidelio,' which originally, of course, is in German. A variety of NBC Operas in English has played in many countries where English is not spoken, and I think we can fairly regard such bookings as a tribute to the artistic standards of the productions as well as a reflection of credit upon the U. S."

Mr. Sarnoff refuted the idea that the advent of satellite communications, making it possible to bounce television signals across the oceans, will warrant the kind of concern that has been expressed over the American image projected by television.

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"Satellite communications," he said, "will add an extremely important dimension to international television -- the transmission of events of international interest as they occur. Let us face the fact, however, that this new means of instantaneous transmission will have relatively little to do with the bulk of American television exports to the world, and particularly programs of the kind that seem to arouse concern.

"The reasons are simple. There is a significant discrepancy between time zones on different continents. Prime evening time in the United States, for example, falls in the wee hours of the morning in Europe; while the prime evening viewing hours in Europe occupy the American afternoon.

"This should not and will not discourage transmission of important events as they are taking place, such as a critical U.N. session or an inauguration, election-night coverage or possibly even the finals at Wimbledon. But where most international programming is concerned, it will probably make most sense, from the standpoint of economics as well as timing, to ship taped or filmed programs by air for broadcast abroad."

Mr. Sarnoff conceded that American television could stand some criticism as well as improvement, both at home and in what it sends abroad. Whatever the criticism, however, he added, it cannot justify "the exertion of official influence," no matter how indirect, upon television at home or the distribution of programs abroad.

"It would be as unthinkable to place controls on the export of American programs," he said, "as it would be to curb the foreign

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distribution of the New York Times or Time Magazine, which also circulate throughout the free world. And it seems just as unthinkable to shape American programs for export as it would be to suggest that the Times or Time Magazine slant their reports with an eye to the impression they might create on foreign readers.

"By the very nature of an open society, we stand before the world, 'warts and all.' We can no more hide our flaws, nor should we want to, than we can hide the crack in the Liberty Bell."

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NBC-6/14/62

Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Co., Inc.
At Liberty Bell Award Luncheon
USO of Philadelphia, Inc.
June 14, 1962

It's difficult to listen to that introduction by my good friend Bob Kintner without wishing to reply in kind about him, but if I did, you might think both of us had been a little overcome by breathing the air of the city of brotherly love. It's always a pleasure to be here, and the occasion that brings us together today makes this visit especially welcome.

The National Broadcasting Company, by our very name and by the character of our operations, is regarded primarily by most people as an institution embracing the whole country. It is true, of course, that our service is national in scope. But I can assure you that no function of our company looms larger in our own scale of values than the community programming we strive to tailor to the needs and interests of the areas in which we operate our own stations. And no honor we may receive is more highly valued than the recognition of these efforts by leading members of the community itself.

I believe NBC can take particular pleasure in this occasion for two reasons. One is our long and valued association with the USO both locally and nationally and, indeed, overseas -- an association we celebrated in the memorable network television program marking the USO's 20th anniversary. The other reason is that in choosing to honor WRCV and WRCV-TV for their efforts in behalf of the USO, you have generously gone out of your way to commend our Philadelphia stations for their comprehensive programming in the interest of all civic, educational and cultural groups in the community.

(more)

Some theorists have advanced the notion that television as a national program service is somehow at odds with television as a service to the local community. Actually, nationally televised programs are just as valuable to the individual community as locally originated telecasts. Neither one type nor the other is a touchstone of community service; it is a conscientious blend of both that offers a truly total service to the community. Philadelphians are as interested as any other Americans in the World Series, a White House news conference or entertainment by nationally famous performers; and like all other Americans, Philadelphians also take a special interest in the civic, political and cultural affairs of their own home town. It is through the combined efforts of the NBC Television Network and Ray Welpott and his associates in Philadelphia that we seek to satisfy the whole broad spectrum of these interests.

These efforts do not fall into rigid compartments. There are times, for example, when a local program may yield to a network program of transcending importance. By the same token, we make it a point to be flexible enough to cancel or postpone network presentations in favor of local programs of special interest to the community. We do this when unforeseen opportunities arise, as in the case of the special program WRCV-TV will present next Wednesday evening at 10 o'clock to enable her fellow Philadelphians to enjoy the piano artistry that won Susan Starr such distinction in the recent Tschaikowsky Competition in Moscow. We are also doing this increasingly on the basis of long-term planning; like the other four television stations operated by NBC, WRCV-TV is working well in advance to prepare major local presentations of a scope and significance to justify their scheduling in place of mid-evening network programs.

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The local and national aspects of television have always been foremost in any discussion of the medium, but now television has a new world to conquer -- notably the world itself. As we are constantly reminded these days, the age of international television is upon us. It represents great opportunity and potential. But just as a strawman was once erected out of an imaginary conflict-of-interest between local and national television, so false fears are being built up today that America's national television output may injure our country's image in the eyes of the world.

We have been warned, for example, that America's television image abroad has been made a pressing problem by the imminent dawn of satellite communications, enabling us to bounce television signals across the oceans. Indeed, the impression has been created in some quarters that the problem will become urgent with the launching of a communications satellite in the immediate future.

Perhaps it is time to start considering these prospects with our feet on the ground. To begin with, the experimental satellite will bounce signals between the United States and Europe on an extremely limited basis, with transmissions confined to some 20 minutes at a time between intervals of more than two hours, on those days when transmission is possible at all. But even in the years ahead, when more sophisticated satellite systems will make virtually continuous contact possible between points in various parts of the globe for all kinds of communications, it is unrealistic to expect television programs to comprise a major part of their total traffic.

The reasons are simple. There is a significant discrepancy between time zones on different continents. Prime evening time in the United States, for example, falls in the wee hours of the morning in

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Europe; while the prime evening viewing hours in Europe occupy the American afternoon. This should not and will not discourage the transmission of important events as they are taking place, such as a critical U. N. session or an inauguration, election-night coverage or possibly even the finals at Wimbledon. But where most international programming is concerned, it will probably make most sense, from the standpoint of economics as well as timing, to ship taped or filmed programs by air for broadcast abroad.

Thus satellite communications will add an extremely important dimension to international television -- the transmission of events of international interest as they occur. Let us face the fact, however, that this new means of instantaneous transmission will have relatively little to do with the bulk of American television exports to the world, and particularly programs of the kind that seem to arouse concern. If these exports pose a problem of America's image abroad, it is not essentially affected by the emergence of satellite transmission.

But is there really a problem? Are American television producers and distributors responsible for creating misunderstanding or ill will on the part of foreign television audiences? The facts point in just the opposite direction.

In considering this whole question, it is important to understand that the role of the American distributor of television programs abroad has a number of realistic limitations. Basically, it is the foreign broadcasters who determine ultimately what American programs are seen abroad; it is they who select and purchase, from a wide range of available programs, the shows they believe will hold the greatest interest for their audiences. The decision to show "Laramie" and "Perry Mason" to the British public was made not by NBC or CBS but by the BBC -- and it is the BBC that decides when it wants to show an "NBC White Paper" or a "CBS Reports."

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Beyond this consideration, there are further limitations on foreign purchasers and American distributors alike. In most foreign countries, the choice by purchasers is conditioned by government quotas on the importation of programs. Here at home, some outstanding programs do not become available for foreign sale. For example, NBC would like to offer such programs as Perry Como and Dinah Shore for foreign showing; and, indeed, at one time the Perry Como Show was seen in some 15 different countries. But it has developed that some of the guest stars on these programs decline to grant rights for foreign distribution; thus as a practical matter, we have been compelled to withhold this and similar series from the foreign market.

Nevertheless, despite these limitations, there is a broad range of American programs from which foreign broadcasters can choose, and their actual choice encompasses a remarkable variety of programs. Where NBC is concerned, more than 15% of the television product we distribute around the world is in the area of news and informational programming. That is a higher percentage than we had in the NBC Television Network schedule until three years ago.

Let me present some facts. NBC informational programs have been seen in 54 countries on all five continents. This season the BBC has been showing major NBC documentaries at the rate of more than one a month. Japan takes them at the rate of an hour a week, and Australia at the rate of more than an hour-and-a-half a week. These programs include NBC White Papers, News Specials and Project 20 productions. In Japan, incidentally, Fuji Television scored a hit with our 90-minute version of "Victory at Sea," the Project 20 naval history of World War II, and it will soon begin running the entire series of 26 half-hours.

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Not only have we interested the Japanese in viewing how the Allies won the war at sea but we have sold the opera-loving Austrians the NBC English-language production of Beethoven's "Fidelio," which originally, of course, is in German. A variety of NBC Operas in English has played in many countries where English is not spoken; and I think we can fairly regard such bookings as a tribute to the artistic standards of the productions as well as a reflection of credit upon the United States.

NBC also distributes abroad telecasts of major news events covered by NBC News for broadcast in the United States. Through different special techniques, foreign viewers in all parts of the world have witnessed historic American events within hours of the time they took place. One such technique, the "cable film" method developed by the BBC, enabled the British and all of Western Europe to see highpoints of our televised coverage of Scott Carpenter's orbital flight. By using so-called "hot" kinescopes, flown by jet plane, we have reached out to countries from Sweden to Australia with swift coverage of such events as the last Presidential Inauguration, the President's first live news conference and the orbital flight of John Glenn.

I believe we can rightly take pride in the position our informational programs have won in the competitive television markets of the world. By the same token, we can take pride in the world-wide acceptance and high popularity of our mass-appeal entertainment programs. Again and again, shows like "Laramie," "Dr. Kildare" and "Bonanza" have demonstrated the same drawing power among foreign audiences as they have proved in the United States.

Some of these programs are in the Western, adventure and suspense categories. It has been suggested they create the impression we are a nation of cowboys, gunmen and private eyes. When you consider
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the totality of impressions foreigners receive of America through all the communications media, such a suggestion seems an unwarranted reflection on the intelligence of foreign audiences. The fact that these programs are popular in countries around the world hardly supports the notion they are creating ill will toward the United States among the millions of foreigners who enjoy viewing them.

On the contrary, the very popularity of these shows abroad suggests they are a source of good will toward our country. And this impression is supported by people who ought to know. Last year the United States Information Agency surveyed 34 of its field posts around the world on the effects of American television abroad. Let me read you the summary of the survey's conclusions: "The wide popular favor American commercial TV enjoys, and belief that wholesale exposure of foreign audiences to impressions of America is on balance a blessing, however mixed, leads to the verdict that American commercial TV showings currently are more helpful than harmful in creating favorable attitudes toward the United States." As far as I can determine, this is the latest survey of its kind; I should add that the only significant change in the export of American television programs in the year since the survey was made has been a relative increase in news and information programs.

Ironically, what is injuring the reputation of American television abroad, and hence our national image, is not the programs we send overseas but the harsh, highly publicized estimate of television by those Americans who find it fails to conform to their own tastes. It is my experience from my own travels abroad that American television is most appreciated where its output can be most largely seen and most depreciated where people can only read about it. Not long ago, during a trip

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to Middle Eastern countries where television has not yet emerged, I found it generally anticipated with a sense of excitement; but I also found some uneasiness over its advent in some high quarters as a result of misconceptions and distortions about television in the United States.

In the scope, variety and vitality of its service, American television far outstrips any system that has developed in other countries. The interest of foreign broadcasters and audiences alike in American programs speaks for itself as a measure of our accomplishment and a sign of the respect in which our service is held overseas.

I do not question that our programs prompt some criticism abroad, just as they do at home. I do not question that some of our output deserves criticism, and I know that much of what we do can be improved. It is impossible to conceive of any program service on the scale of a mass medium that would fail to create some differences and disapproval. But whatever the criticism, it certainly cannot justify the exertion of official influence, no matter how indirect, upon the television program process at home or the distribution of programs abroad. It would be as unthinkable to place controls on the export of American programs as it would be to curb the foreign distribution of the New York Times or Time Magazine, which also circulate throughout the free world. And it seems just as unthinkable to shape American programs for export as it would be to suggest that the Times or Time Magazine slant their reports with an eye to the impression they might create on foreign readers.

By the very nature of a free society, we stand before the world, "warts and all." We can no more hide our flaws, nor should we want to, than we can hide the crack in the Liberty Bell. What America

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sees on its television screen is a reasonable mirror image of its own tastes and interests. Even if some of us may not be satisfied with the reflection, we cannot as an open society succeed in pretending we are something other than what we are.

Television has made striking progress; the many thousands of men and women who work in it are devoted to doing their best, and are dedicated to surpassing themselves. On the basis of their accomplishment and devotion, and the society they serve, I do not think we need fear the world's judgment.

I have wandered far afield from Philadelphia but I believe this is a subject of deep concern to all of us, and along with my gratitude for the honor you do NBC today, I am grateful for this opportunity to be heard.

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NBC-6/14/62

NBC TELEVISION NETWORK NEWS

June 14, 1962

JACKIE COOGAN AND ELISABETH FRASER SIGNED FOR CO-STARRING ROLES
IN NBC-TV'S "McKEEVER AND THE COLONEL" SUNDAY NIGHT SERIES

Jackie Coogan and Elisabeth Fraser have been signed by producer Tom McKnight for co-starring roles in "McKeever and the Colonel," NBC-TV's new comedy series about life in a military school, which starts Sunday, Sept. 23 (6:30-7 p.m. EDT).

Allyn Joslyn and Scott Lane star as Colonel Blackwell and Cadet McKeever respectively.

Coogan, who earned fame as the little waif tagging after Charlie Chaplin in "The Kid," has been active in the entertainment world throughout his adult life. Most recently, he co-starred with Frank Sinatra in "The Joker Is Wild"; with Jan Sterling in "High School Confidential," and with Montgomery Clift in "Lonely Hearts." His television credits include appearances on "The Joey Bishop Show," "Alfred Hitchcock Presents," "Outlaws," "The Loretta Young Show" and "Playhouse 90."

Miss Fraser has divided her career between Broadway, films and TV. She made her acting debut on Broadway with Alfred Lunt and Lynn Fontaine in the Pulitzer Prize play "There Shall Be No Night" and subsequently appeared in "Winged Victory," "Mr. Adams" and "The Tunnel of Love." Last season she received critical acclaim for her appearances in two plays, "Blood, Sweat and Stanley Poole" and "Great Day in the Morning." Her film credits include "The Man Who Came to Dinner,"

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"All My Sons," "Death of a Salesman" and "Two For the Seesaw." Her TV assignments included "Wagon Train," "Perry Mason," "Alfred Hitchcock Presents" and "The Defenders."

In "McKeever and the Colonel," Coogan plays the part of Sergeant Barnes who is a contemporary of Colonel Blackwell. He serves as unofficial liaison between McKeever and Blackwell. But as hard as he tries to live up to his position as the colonel's assistant, his feelings for McKeever and his friends often require him to resort to very unmilitary-like tactics.

As Miss Warner, the school dietitian, Miss Fraser finds herself occupied not only with nutrition and menus but with cadets seeking sympathetic understanding and a mother image. She also advises the Colonel on those points requiring a woman's viewpoint -- things like home sickness and puppy love.

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NBC-New York, 6/14/62

EDWIN NEWMAN TO SUB FOR TRAVELING DAVID BRINKLEY
THROUGHOUT JULY ON 'THE HUNTLEY-BRINKLEY REPORT'

The dates for NBC News correspondent Edwin Newman's appearance on "The Huntley-Brinkley Report" in place of David Brinkley will be July 2 through July 31.

Brinkley will be in Europe during the month vacationing and filming segments for his "David Brinkley's Journal" color broadcast.

As announced earlier, Newman's segments on "The Huntley-Brinkley Report" will originate in Washington, D. C.

("The Huntley-Brinkley Report" is broadcast Monday through Friday on NBC-TV at 6:45 p.m. in all time zones).

TWO NBC-TV SPECIALS ARE U.S. ENTRIES
IN VANCOUVER FILM FESTIVAL

U. S. entries in Canada's Vancouver Film Festival (July 11-24) will include "The Real West," an NBC "Project 20" production, and "Vincent Van Gogh: A Self-Portrait," an NBC News color program, according to an announcement by CINE (Committee on International Non-Theatrical Film Events). Both programs were first broadcast last year.

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NBC COLOR TELEVISION NEWS



June 14, 1962

KAYE BALLARD WILL BE EMCEE MERV GRIFFIN'S GUEST ON PREMIERE
OF WEDNESDAY NIGHT 'PLAY YOUR HUNCH' SUMMERTIME SERIES

Comedienne Kaye Ballard will be the special guest of emcee Merv Griffin when "Play Your Hunch" starts a Summertime run as a nighttime color feature on the NBC-TV Network on Wednesday, June 20 10 to 10:30 p.m. EDT). (NBC-TV's Monday-through-Friday "Play Your Hunch" color broadcasts continue in the 10:30-11 a.m. EDT time-spot.)

The Wednesday night series will run through Sept. 26. Sponsors are the Sealtest Division of National Dairy Products Corporation, through N. W. Ayer & Son; Colgate-Palmolive Company, through Ted Bates & Company; P. Lorillard Company and Mennen Company, both through Grey Advertising.

Miss Ballard, a regular on Perry Como's NBC-TV color series, will participate in one of the problems facing contestants on "Play Your Hunch." As on the daytime show, the contestants are two husband-and-wife teams who play their hunches, based upon intuition and powers of perception, to solve various problems usually identified as X, Y and Z.

The June 20 program also will introduce a new singer in a lip-synchronization problem. Other features will include a job-pantomime sketch after which the contestants will be asked to pick out which of the three persons was performing his regular job, and a problem concerning a clip from a new movie.

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2 - 'Play Your Hunch'

The first of the two teams to win three rounds will collect \$300 and will go on to face new opponents. Announcer Johnny Olsen will assist Griffin in presenting the problems, and Joe Harnell will direct a 10-man band on the nighttime show.

"Play Your Hunch" is produced by Ira Skutch and directed by Mike Gargiulo. Both the daytime and nighttime series are packaged by Goodson-Todman Productions in association with NBC-TV.

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NBC-New York, 6/14/62

CORRECTION, PLEASE, FOR CREDIT LISTINGS
FOR '3RD ANNUAL TV GUIDE AWARD SHOW'

The time for "The 3rd Annual TV Guide Award Show" color broadcast Sunday, June 24 on NBC-TV is 9-10 p.m. EDT (and not 10-11 p.m. EDT as incorrectly listed in the credit sheet in the NBC Daily News Report dated June 12).

NBC-New York, 6/14/62

CORRECTION, PLEASE, FOR CREDIT LISTING

FOR 1980 ANNUAL TV AWARD SHOW

The name for "The 2nd Annual TV Award Show

2nd" color broadcast Sunday, June 24 on ABC-TV is

7-10 P.M. EDT (and not 10-11 P.M. EDT as incorrectly

listed in the credit sheet in the 1980 Daily News Record

Dated June 18).

Walter Reed, Editor

\$13,470,000 IN NEW AND RENEWED BUSINESS--LARGEST ONE-MONTH TOTAL
IN HISTORY OF NBC-TV'S DAYTIME SCHEDULE--WAS PLACED DURING MAY
FOR RELEASE MONDAY A.M., JUNE 18

The largest one-month total of new and renewal business -- \$13,470,000 -- in the history of NBC-TV's daytime schedule was placed during May, it was announced today by James Hergen, Director of Daytime Sales, NBC Television Network.

Orders from 14 national advertisers during May topped -- by nearly \$2,000,000 -- the previous one-month high of \$11,500,000 established in June 1961.

"This record-breaking month of sales, in which many long-term orders were recorded, represents widespread advertiser recognition of NBC-TV's continued strong performance in daytime television," Mr. Hergen said.

Orders for sponsorship were placed in every NBC-TV Monday-through-Friday daytime program in which sponsorship was available, and three Saturday morning programs.

Included among the new orders were purchases by The Borden Company, returning to the NBC-TV Network for the first time since 1959, and Thomas Leeming Co. Inc., purchasing sponsorship in NBC-TV's fourth quarter daytime schedule for the fourth consecutive year.

NBC-TV's oldest continual daytime sponsor, The Procter & Gamble Company, renewed daytime advertising on NBC for the 10th consecutive year.

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2 - Daytime Schedule

New orders in NBC-TV's Daytime programs were placed during

May by:

<u>Advertiser</u>	<u>Agency</u>
Aluminum Co. of America (Alcoa)	Ketchum, MacLeod & Grove Inc.
The Borden Company	Young & Rubicam, Inc.
Colgate-Palmolive Company	Ted Bates & Co.
Dumas Milner Corp.	Post & Morr Inc.
General Mills Inc.	Needham, Louis & Brorby Inc.
Heublein Inc.	Fletcher Richards, Calkins & Holden Inc.
Thomas Leeming & Co. Inc.	William Esty Co. Inc.
Lever Brothers Company	Reach McClinton and Co.
The Quaker Oats Company	J. Walter Thompson Co.
Sawyer's Inc.	Richard G. Montgomery & Assoc.

Renewal orders in NBC-TV's Daytime programs were placed during

May by:

<u>Advertiser</u>	<u>Agency</u>
Colgate-Palmolive Company	Lennen & Newell Inc. Street & Finney Inc.
Edward Dalton Co. (Metrecal)	Kenyon & Eckhardt Inc.
Miles Laboratories Inc.	Wade Advertising
The Procter & Gamble Company	Benton & Bowles Inc. Compton Advertising Inc.
Simoniz Company	Dancer-Fitzgerald-Sample, Inc.

NBC-TV Daytime programs in which sponsorship was purchased are:

"Say When"
"NBC News Morning Report"
"Play Your Hunch"
"The Price Is Right"
"Concentration"
"Your First Impression"
"Truth or Consequences"
"The Jan Murray Show"

(more)

3 - Daytime Schedule

"Loretta Young Theatre"
"Young Doctor Malone"
"Our Five Daughters"
"Make Room for Daddy"
"Here's Hollywood"

(all Monday-through-Friday programs)

"The Ruff and Reddy Show"
"King Leonardo"
"The Shari Lewis Show"

(Saturday morning programs)

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NBC-New York, 6/15/62

NBC COLOR TELEVISION NEWS



June 15, 1962

PROGRAM CHANGES AND ADDITIONS FOR '3RD ANNUAL TV GUIDE AWARD SHOW'

Martha Greenhouse, Milton Frome, Philip Visco and Christian Flanders have been added to the cast of the "TV Guide Award Show" color broadcast on NBC-TV Sunday, June 24 (9-10 p.m. EDT).

Miss Greenhouse and Frome will play the neighbors in the "Television Celebrity at Home" sketch, 10-year-old Philip Visco will portray the newsboy and Flanders will enact the cop on the beat. Frome also will appear as the bartender in the "Engaged Couple" sketch.

A comedy sketch about a pair of nightclub performers whose backstage life is spent dreaming up ways to break into TV will be substituted for the sketch about the TV critic and his wife. (In the credit sheet in the June 12 Daily News Report, this sketch was No. 8 in the rundown.)

Other changes in the credits should include the addition of: Bob Herget, who will do musical staging for the special; Selma Diamond, Jay Burton, Frank Peppiatt and John Aylesworth as members of Goodman Ace's writing staff; Warren Clymer and Jay Krause (in addition to Tom Trimble) as scenic designers. Costumes will be by Lewis Brown and makeup by Bob O'Bradovich.

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NBC CAMERAMAN BEATEN IN MEXICO FOR FILMING MEETING OF PEASANTS

Manuel del Castillo Negrete, an NBC News cameraman operating out of Mexico City, was beaten unconscious by soldiers Tuesday, June 12 for filming a meeting of irate peasants.

Castillo was the only newsman at the town of Cuernavaca, about 50 miles south of Mexico City, to cover a meeting of peasants who were gathering to protest lax land reforms.

Truckloads of peasants were turned back from the meeting site by soldiers at a roadblock. As Castillo filmed the scene, he was taken into custody by a civilian and soldier. A hundred feet of film he had taken was confiscated along with his camera. Castillo was held 26 hours and questioned repeatedly.

An NBC News official in Mexico City said the cameraman was asked: "Are you a Communist? Don't you know the press is not allowed here?"

Wednesday night, Castillo was taken by jeep to an isolated road. He was beaten unconscious and left on the roadside. A passing motorist brought him to Mexico City where he was placed under a doctor's care. The extent of his internal injuries is not yet known.

NBC News has protested to the Mexican Embassy. Castillo is the third cameraman in the past two weeks to be arrested by military personnel while on assignment. Cameraman Claude Favier was assaulted and jailed in Paris while photographing a street scene and Chris Callery was arrested in Lisbon while filming a similar scene.

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NBC-New York, 6/15/62

OM THE NATIONAL BROADCASTING COMPANY

ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

June 18, 1962

WILLIAM P. BREEN IS APPOINTED VICE PRESIDENT, SALES, OF NBC FILMS

William P. Breen has been appointed Vice President, Sales, of NBC Films, it was announced today by Morris Rittenberg, President, NBC Films.

Mr. Breen began his NBC Film career 10 years ago, and he has been salesman, sales supervisor, Eastern Sales Manager and, before this promotion, National Sales Manager.

"The leadership position of NBC Films in the field of syndication," Mr. Rittenberg said, "is due in large part to the abilities of Bill Breen. His first hand knowledge of programming and the needs of stations and sponsors has contributed to our current rate of growth, in terms of both sales and services."

Mr. Breen, a native of New York City, is a veteran of World War II and the Korean conflict. He lives in Montclair, N. J., with his wife and three sons.

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June 18, 1962

THOMAS LEEMING & CO. BUYS WEEKLY SPONSORSHIP
IN "IT'S A MAN'S WORLD," NEW NBC-TV SERIES

Thomas Leeming & Co. has purchased weekly sponsorship in "It's a Man's World," new NBC-TV full-hour comedy-adventure series to be presented Mondays 7:30-8:30 p.m. EDT starting Sept. 17, 1962, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

"It's a Man's World" is about four boys who live in a houseboat, nicknamed "the Elephant," which is moored at a dock in a small Mid-western college town. The houseboat dwellers will be played by Glenn Corbett, Mike Burns, Ted Bessell and Randy Boone, co-stars of the all-family series, which has been created as a "permanent character anthology" by its creator-producer-director Peter Tewksbury. Tewksbury served in the same triple capacity for the "My Three Sons" series.

The Thomas Leeming order was placed through William Esty Co. Inc.

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2-X-H

NBC TRADE NEWS

June 19, 1962

GENERAL MILLS TO SPONSOR 'ALL-STAR SCOUTING REPORT' PRECEDING
NBC-TV COVERAGE OF TWO ALL-STAR BASEBALL GAMES

Preceding NBC-TV's coverage of the All-Star Games on Tuesday, July 10 and Monday, July 30 will be "All-Star Scouting Report," a 15-minute show narrated by sportscaster Lindsey Nelson.

The black-and-white programs will be presented at 12:30 p.m. EDT July 10 and 1:30 p.m. EDT July 30. General Mills Inc., through Knox Reeves Advertising Inc., will sponsor both shows.

The "Scouting Report" preceding the first All-Star Game will feature film clips of players in the starting lineups for the National and American League teams. Filmed highlights of the first game will be presented during the July 30 pre-game show. Both programs will include a scouting report citing distances and other peculiarities of the respective ball parks, Washington's new District of Columbia Stadium for the July 10 game and Chicago's Wrigley Field for the July 30 game.

The two "Scouting Report" shows will be packaged by Tel Ra Productions, with Dan Wise as producer and Conley Benfield as director.

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NBC TRADE NEWS^{2-X-H}

June 20, 1962

UNITED STATES RUBBER CO. AND 21 OTHER ADVERTISERS ORDER
\$1,600,000 NEW AND RENEWED BUSINESS ON NBC RADIO

United States Rubber Co. tops a list of 22 advertisers signing with the NBC Radio Network for \$1,600,000 in new and renewed business over the past three weeks.

The rubber manufacturer will promote its U. S. Royal tires on a week-end saturation basis on "Monitor 62" for 13 weeks beginning June 30. Fletcher Richards, Calkins & Holden Inc. placed the order.

Dealers are buying announcements adjacent to the United States Rubber Co. network commercials on NBC Radio affiliate stations. "This constitutes an ideal combination of a national network copy umbrella and individual dealer campaigns at the local level," said George A. Graham, Jr., Vice President and General Manager, NBC Radio.

Other new business highlights:

California Packing Corporation (Del Monte canned goods) returns to NBC Radio in the Fall with sponsorship in "News on the Hour." The order was placed through McCann-Erickson Inc.

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2 - NBC Radio Orders

Mack Trucks Inc., marking its sixth consecutive year on NBC Radio, signed for a summer-long "Monitor 62" campaign in support of the American Trucking Association. Doyle, Kitchen & McCormick Inc. placed the order.

Two advertisers, each a leader in its field, have placed substantial orders with NBC Radio. They are Continental Casualty Co., Chicago, buying into "Monitor 62" and "Emphasis" through George H. Hartman Co.; and Champ Hats Div., Hat Corp. of America, participating in "Monitor 62" through Fladell Harris and Brietner Adv. Co. Inc.

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NBC-New York, 6/20/62

June 20, 1962

NEW SALES PROPOSALS UNIT IS ORGANIZED AND 3 KEY APPOINTMENTS
ARE ANNOUNCED FOR NBC-TV SALES PLANNING DEPARTMENT

The organization of a new unit, Sales Proposals, and three key appointments within the Sales Planning Department of the NBC Television Network were announced today by Dean Shaffner, Director, Sales Planning.

Sales Proposals will concentrate on development of brief presentations to document with audience research the values of specific NBC proposals, demonstrating how the plans fit the media, marketing and advertising needs of individual advertisers.

The appointments are:

Paul Klempner, Manager, Client Presentations.

Ronald Pollock, Manager, Sales Proposals.

George Walker, Manager, Sales Development.

In the newly created position of Manager, Client Presentations, Mr. Klempner will be assisted by Dean Behrend, Administrator, Client Presentations.

Mr. Klempner joined NBC Sales Planning in November, 1958. In July, 1960, he was appointed Administrator, Client Presentations, and in November, 1961, he was named Manager, Sales Promotion. He holds a B. A. from Cornell University and a Master's degree in Business Administration from New York University. He lives in Nordmere, L. I., N. Y., with his wife and two children.

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2 - New Sales Proposals Unit

Mr. Pollock, head of the new Sales Proposals unit, was formerly Manager, Sales Development, and has been with NBC since March, 1960. He is a graduate of Pace College and is a candidate for a Master's degree in Advertising at City College of New York. He lives in Monsey, N. Y., with his wife and two children.

Mr. Walker, who succeeds Mr. Pollock as Manager, Sales Development, joined NBC Sales Planning in December, 1957. He had previously been a Media Buyer with Dancer-Fitzgerald-Sample Inc., advertising agency. Mr. Walker is a graduate of Columbia College and lives in Elmsford, N. Y., with his wife and two children.

Client Presentations and Sales Proposals units report to Ray Eichmann, Director, Client Presentations and Sales Promotion. The Sales Development unit reports to its Director, Nicholas Gordon.

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NBC-New York, 6/20/62

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NBC TRADE NEWS

June 21, 1962

BING CROSBY, LUCILLE BALL AND JULIET PROWSE TO BE GUEST STARS
IN PREMIERE OF BOB HOPE'S 1962-63 SEASON
- - -
Sponsors Listed for Comedy Star's Six
Full-Hour Special Shows on NBC-TV

Bing Crosby, Lucille Ball and Juliet Prowse will be Bob Hope's guest stars Wednesday, Oct. 24 (9-10 p.m. NYT) when he presents the first of six NBC-TV special broadcasts for the 1962-63 season. The premiere program will be taped at NBC-TV's Burbank Studios June 23 and 24.

Hope, who will begin his 13th year as a TV performer next season, consistently attracts record audiences with his special shows. Hope's sponsors during 1962-63 will include: Timex (through Warwick & Legler Inc.), which has purchased one-half sponsorship of the six programs; Lever Brothers Co. (through Foote, Cone & Belding), which has bought one-half sponsorship of four programs; and The Chemstrand Corporation (through Doyle Dane Bernbach Inc.), which has purchased one-half sponsorship of one program.

Hope's long association with NBC began June 8, 1933 when he was a guest on Rudy Vallee's famous Thursday night radio series. Hope's comedy style won favor rapidly, and he appeared on various radio shows until 1938, when he began a long run as star on his own NBC series. Thereafter followed quick success in motion pictures, personal appearances and then in television, making his TV debut on NBC Easter Sunday, 1950.

(more)

Hope is renowned for the many benefit performances he has played and for his outstanding contribution to the morale of men and women in military service. In 1941, on the day the then Secretary of War Stimson drew the first draft number from a hat in World War II, Hope played a benefit for the first soldiers-without-uniform in San Francisco. Since then he has traveled countless miles, entertaining more than 10,000,000 troops in every part of the world, and has performed at almost every military base in the U. S.

The 1962-63 schedule and pre-emptions for Bob Hope's special shows in black-and-white, follows:

Wednesday, Oct. 24 (9-10 p.m. NYT). Pre-empts "Perry Como's Kraft Music Hall" color broadcast.

Thursday, Nov. 29 -- (8:30-9:30 p.m. NYT). Pre-empts "Dr. Kildare."

Wednesday, Jan. 16 -- (9-10 p.m. NYT). Pre-empts "Perry Como's Kraft Music Hall" color broadcast.

Wednesday, March 6 -- (9-10 p.m. NYT). Pre-empts "Perry Como's Kraft Music Hall" color broadcast.

Sunday, April 7 -- (9-10 p.m. NYT). Pre-empts "Bonanza" color broadcast.

(TENTATIVE)

Tuesday, May 14 (9:30-10:30 p.m. NYT), pre-empting "Dick Powell Show" -- OR Wednesday, May 15 (9-10 p.m. NYT), pre-empting "Perry Como's Kraft Music Hall" color broadcast.

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NBC-New York, 6/21/62

June 21, 1962

FIRST LIVE TRANS-ATLANTIC TV PROGRAMS, TO BE TRANSMITTED
BY 'TELSTAR' COMMUNICATIONS SATELLITE BETWEEN

U.S. AND EUROPE, ARE PLANNED FOR JULY

- - -
Project Will Be Carried Out Jointly by 3 U. S.

Networks and European Broadcasters

The first live trans-Atlantic television programs -- to be transmitted by communications satellite between the United States and Europe -- are planned for July in a project to be carried out jointly by the three American networks and European broadcasters.

The historic project will include two special programs -- an American program to be transmitted to Europe and to be produced jointly by the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, and a European program to be beamed to the United States and to be produced by the European Broadcasting Union.

The programs will be transmitted via the "Telstar" communications satellite of the Bell System. The satellite is scheduled to be launched by an Atlas booster rocket from Cape Canaveral in the early part of July, under a cooperative agreement between the National Aeronautics and Space Administration and the American Telephone and Telegraph Co.

The American program will cover, in live remote pickups, the world of reality and immediacy in America as seen at the time of the broadcast. The news departments of the three networks, which are producing the program, will cover whatever they determine to be among the most significant and interesting events taking place -- in a preview of the kind of instantaneous coverage that will be carried on subsequent satellite broadcasts.

(more)

The European program will be produced by the European Broadcasting Union, which represents 16 countries. The EBU plans live pickups from 16 points, representative of all Europe -- its mountains, its rivers and its capital cities. The program will be coordinated from the International Control Room in Brussels.

The American program will be coordinated in New York, and from there the signal will be sent by television cable to Andover, Me., site of the Bell System's ground station which will beam the program by microwave to the Telstar satellite. Telstar will pick up the signal and rebroadcast it to two ground stations in Europe -- one at Goonhilly Down in Cornwall, England, and the other at Lannion in Brittany, France. From these points, the program will be fed to Eurovision stations and be broadcast throughout Europe.

The European program will be transmitted on Eurovision lines from Brussels to Goonhilly Down, and from there beamed to Telstar. The satellite will rebroadcast the signal to the Andover ground station, which will feed it on TV lines to New York, where it will be made available to the three networks. Before transmission to the U. S., the pictures from European locations will be converted from three European line standards (625, 405 and 819) to the American standard of 525. There will also be a frequency conversion from Europe's 50 cycles to the 60-cycle frequency of the U. S.

The Telstar satellite is expected to complete an orbit about every two-and-one-half hours. During a portion of each orbit, while over the Atlantic, it will be in a line of sight with the Andover ground stations and the European stations. It is during these periods of "mutual visibility" that the programs will be transmitted. Each trans-Atlantic program is expected to be approximately 12 minutes in length.

(more)

3 - Live Trans-Atlantic TV

Before the trans-Atlantic broadcasts are attempted, there will be experimental transmissions between points in the United States. The first will be the transmission of a test pattern from Andover to Telstar and back to a Bell System ground station at Holmdel, N.J. The second will be an experimental program to be produced by the Bell System and to be transmitted between the same two points.

The production of the American program is being coordinated by a committee of three representing the three networks -- Ted Fetter of ABC, Fred Friendly of CBS and Gerald Green of NBC (acting for Irving Gitlin during Gitlin's illness). Executive producer of the European program is Aubrey Singer, assistant head of television outside broadcasts for the British Broadcasting Corporation.

6/21/62

NBC-TV NETWORK PROGRAM

'THIS IS NBC NEWS' WILL ORIGINATE IN SAN ANTONIO, TEX., JULY 1
TO PROVIDE FOR LATE COVERAGE OF KENNEDY MEXICAN TRIP

In order to present late tape and film coverage of President Kennedy's visit to Mexico City, "This Is NBC News" will originate from NBC-TV affiliate WOAI-TV in San Antonio, Tex., instead of from Washington on Sunday, July 1 (NBC-TV, 6:30 p.m. EDT).

NBC News White House correspondent Ray Scherer will accompany the President to Mexico City on June 29. Kennedy will return to Washington Sunday morning, July 1. Scherer, who is anchorman for "This Is NBC News," will fly to San Antonio July 1 to appear live on the program and narrate the coverage of the trip.

In addition to Scherer, the program's full production unit also will be in San Antonio, including producer-director Ralph Peterson, executive producer William Monroe and film and tape editors.

NBC-New York, 6/21/62

OM THE NATIONAL BROADCASTING COMPANY

ty Rockefeller Plaza, New York 20, N. Y.

2-X-H

COOPERATION IN SYNDICATION OF TELEVISION NEWSFILM AROUND WORLD
TO BE ESTABLISHED UNDER NEW AGREEMENT ANNOUNCED BETWEEN NBC
AND THE BRITISH COMMONWEALTH INTERNATIONAL NEWSFILM AGENCY

FOR RELEASE MONDAY A.M., JUNE 25

A new agreement which will establish cooperation in the syndication of television newsfilm around the world was announced today between the National Broadcasting Company and the British Commonwealth International Newsfilm Agency -- producers of the Visnews world television newsfilm report.

The agreement, effective in September this year, will result in the most extensive television newsfilm coverage in the world. NBC News will have access to all newsfilm available to BCINA, including that shot by the hundreds of BCINA cameramen around the world and that of the British Broadcasting Corporation, the Canadian Broadcasting Corporation and the Australian Broadcasting Commission, which own the agency jointly with the Rank Organization and Reuters, international news agency.

Under the agreement, NBC News' newsfilm will be formally syndicated on a world-wide basis for the first time. NBC News will set up its own international newsfilm unit in New York to work to specialized syndication requirements in association with BCINA and will extend its film coverage of North and South America to meet world-wide television programming needs. This special American coverage will be

(more)

2 - Newsfilm Syndication

supplemented by reports selected from all NBC News film sources to form part of the complete Visnews service to be distributed by BCINA in association with NBC News.

The new association will ensure faster distribution of the Visnews international report, which is now distributed daily from London, New York and Singapore to more than 40 television stations in Europe -- East and West -- Africa, the Middle East, Asia, Australia and North and South America. Under the new agreement, NBC News and BCINA will use a combination of distribution methods including television lines, jet air transport and the trans-Atlantic cable film system operated jointly by NBC and BBC.

NBC News already operates an electronic syndication service of newsfilm hailed as "the world's first" when it opened on Feb. 6, 1961, to supply television stations throughout the U. S. with same-day coverage. Today 55 subscribing NBC affiliates record the daily service on tape for use in their own local news programs.

Commenting on the new agreement, William R. McAndrew, Executive Vice President, NBC News, said:

"NBC News has always done its utmost to provide the best in television news coverage. Now we are very pleased to be associated with BCINA in the world-wide distribution of the best newsfilm obtainable. We believe very strongly in providing the highest quality newsfilm distributed in the shortest possible time. BCINA's own dramatically rapid success has shown how well it fulfills these requirements and we are confident our joint efforts will provide results that will fully satisfy the needs of television news programs on stations around the world."

(more)

Walton A. Cole, Managing Director of BCINA, said in London, "Visnews will have unparalleled news-gathering resources as a result of this association with NBC News, whose international reputation for outstanding television news coverage is demonstrated by so many awards. The active participation of NBC News with BCINA in the highly specialized field of television reporting for global syndication is a development of great significance in international television. It will assure Visnews an American report unmatched for quality and speed and further strengthen its world-wide coverage of newsfilm shot especially for television."

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NBC-New York, 6/22/62

June 22, 1962

BRISTOL-MYERS CO. BUYS SPONSORSHIP IN 3 NBC-TV
NIGHTTIME PROGRAMS FOR 1962-63

Bristol-Myers Company has purchased sponsorship in three NBC-TV 1962-63 nighttime programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The Bristol-Myers order was for sponsorship in "The Virginian," NBC-TV's new, weekly 90-minute color series; in "The Wide Country," a new full-hour Western series based on the adventures of a champion rodeo cowboy; and in "Saturday Night at the Movies," which will begin its second season on NBC-TV Sept. 22.

"The Virginian" will be broadcast Wednesdays, 7:30-9 p.m. NYT, beginning Sept. 19. "The Wide Country" will be presented Thursdays, 7:30-8:30 p.m. NYT, starting Sept. 20. "Saturday Night at the Movies" will continue in its current time period -- Saturdays, 9 p.m. NYT to conclusion.

The Bristol-Myers order was place through Young & Rubicam Inc.

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NBC COLOR TELEVISION NEWS



June 22, 1962

'THE RIVER NILE,' WITH JAMES MASON AS NARRATOR, WILL BE FULL-HOUR
NBC NEWS COLOR TELEVISION SPECIAL, TRACING STREAM'S HISTORIC PATH

James Mason, noted acting star, will be narrator for "The River Nile," a special full-hour color TV presentation of NBC News which will trace the historic 4,000-mile path of the stream. The air date for the program will be announced.

"The River Nile" was photographed last year by a three-man NBC News crew. Their journey took 84 days, from a stone pyramid 6,000 feet above sea level in Ruanda-Urundi to the Nile's source in the Mediterranean.

The program has been written by the producer, Lou Hazam, whose "Vincent Van Gogh: A Self Portrait" on NBC-TV this season, won both Peabody and Emmy awards.

"If somebody could sit next to you and tell you about the Nile and the country through which it flows -- well, that's what our show is about," said Hazam.

The crew that made the trip was Ray Garner, director; Guy Blanchard, cameraman, and Barry Bingham Jr., in charge of research and field production.

"There really is no one source to the Nile," Hazam said, "and so the film crew began their journey at a stone pyramid in the Watusi country of Ruanda-Urundi. The pyramid was erected by a German explorer in 1937 and it bears, in Latin, an inscription:

(more)

2 - 'The River Nile'

"All water that flows on the North side of this hill,
Flows over 4,000 miles to the Mediterranean..."

By truck, motor launch, canoe, train, plane, foot and a sailing boat, the film team moved North along the Nile, photographing the peoples and animals of strange civilizations and the remnants of past cultures.

One segment will show an exciting fight between two hippopotami. Another sequence was made of crocodiles that line the Nile bank. Centuries ago, the crocodile was revered by the Egyptians as Sobek, the crocodile god; the animal is now regarded as revolting.

"'The River Nile' will also touch on the great events that have taken place through the centuries," said narrator Mason. "At the city of Khartoum, for instance, one of the greatest dramas ever played out on African soil was the siege of Khartoum."

The hero was Gen. Charles George Gordon, sent in 1884 by the British to evacuate Western inhabitants from Khartoum. Encircled by Mahdi and his dervish warriors, the General looked in vain 300 days for help.

Films will show the steps were Gordon's life was ended by a dervish spear. Thirteen years later, British troops arrived and, in honor of Gordon, a band played "Abide in Me," his favorite hymn.

Out of Black Africa and into the continent's desert, the program will trace the river into Egypt and will show the pyramids, the Sphinx and the blue Mediterranean.

"The Nile is 4,000 miles of adventure and 5,000 years of history," Hazam said. "It nourished the land that brought forth the first men to invent writing, the conception of mathematics and the development of law, equity, money and government -- long before they appeared anywhere else on the Earth."

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NBC-New York, 6/22/62

FIVE NBC NEWS CORRESPONDENTS WILL DISCUSS CANDIDATES AND ISSUES
IN 1962 ELECTIONS BEFORE GROUPS IN CHICAGO AND LOS ANGELES

Five NBC News correspondents will discuss candidates and issues in the 1962 elections before members of the Executives Club of Chicago Friday, Sept. 21 and the Modern Forum of Los Angeles Monday, Oct. 29. They are Sander Vanocur, Merrill Mueller, Edwin Newman, Frank McGee and John Chancellor.

Their talks will correspond with their Election Night assignments on the NBC-TV Network, when Vanocur will be regional correspondent for the East, Mueller for the Midwest, Newman for the Far West and McGee for the South, with Chancellor handling special coverage.

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CORRECTION, PLEASE

In the three-network release on the first live trans-Atlantic TV program, published in the NBC Daily News Report June 21, please substitute Delta for Atlas in the third paragraph. The corrected sentence should read: The satellite is scheduled to be launched by a Delta booster rocket from Cape Canaveral in the early part of July, under a cooperative agreement between the National Aeronautics and Space Administration and the American Telephone and Telegraph Co.

NBC-New York, 6/22/62

NBC TRADE³ NEWS

June 25, 1962

SAVINGS AND LOAN FOUNDATION TO SPONSOR EIGHT NBC NEWS
PRE-ELECTION SPECIALS ON NBC TELEVISION NETWORK
- - -
Revised Broadcast Schedule is Announced

The Savings and Loan Foundation will sponsor eight NBC News special pre-election programs on NBC-TV covering the candidates and issues in the major contests for governorships and seats in the Senate and House, it was announced today by John M. Otter, Director, Special Program Sales, NBC Television Network.

The series will begin Sunday, Sept. 2 (6:30-7:30 p.m. EDT) instead of Aug. 26 as previously announced. The first program, titled "The National Chairmen," will present interviews with Chairman John M. Bailey of the Democratic National Committee and Representative William E. Miller of New York, Chairman of the Republican National Committee. NBC News correspondent John Chancellor will be host and the two political chairmen will be interviewed by Chet Huntley and David Brinkley, who will be anchormen of NBC-TV's Election Night coverage.

A revised schedule of the other programs follows:

Saturday, Sept. 8 -- (8:30-9 p.m. EDT) -- "The State House," an examination of the top gubernatorial races.

Friday, Sept. 14 -- (10:30-11 p.m. EDT) -- "Anatomy of the House -- Part One," a look at the historical background and growth of the House of Representatives and coverage of top races for House seats in the East and South.

(more)

2 - Pre-Election Specials

Sunday, Sept. 16 -- (6:30-7 p.m. EDT) -- "Anatomy of the House -- Part Two," a continuation of the preceding program dealing chiefly with key races in the Midwest and West.

Wednesday, Sept. 26 -- (10:30-11 p.m. EDT) -- "Anatomy of the Senate," a review of the historical background and operations of the upper house and coverage of the important contests this year.

Sunday, Oct. 14 -- (5:30-6 p.m. EDT) and Sunday, Oct. 28 (5-5:30 p.m. EST) -- Broadcasts covering the most significant developments in the closing stages of the campaigns, the subjects to be announced later.

Monday, Nov. 5 -- (10:30-11 p.m. EST) -- a preview of the Election Night coverage, focusing on the leading political personalities and attempting to evaluate the importance of national and local issues.

The order for The Savings and Loan Foundation was placed by McCann-Erickson Inc.

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NBC-New York, 6/25/62

June 25, 1962

PLYMOUTH-VALIANT BUYS SPONSORSHIP IN THREE NEW FULL-HOUR SHOWS
AND 'SATURDAY NIGHT AT THE MOVIES' FOR 1962-63 ON NBC-TV

Plymouth-Valiant Division of Chrysler Corporation has purchased sponsorship in three new full-hour programs and "Saturday Night at the Movies" on NBC-TV during the 1962-63 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The three new programs are "It's a Man's World," to be broadcast Mondays 7:30-8:30 p.m. EDT beginning Sept. 17; "The Saints and Sinners," to be broadcast Mondays 8:30-9:30 p.m. EDT starting Sept. 17; "The Eleventh Hour," to be broadcast Wednesdays, 10-11 p.m. EDT beginning Oct. 3. "Saturday Night at the Movies" is broadcast from 9 p.m. EDT to conclusion.

Chrysler Corporation also will be full sponsor on alternate weeks of NBC-TV's "Empire," as previously announced. "Empire" will be presented in color Tuesdays 8:30-9:30 p.m. EDT beginning Sept. 25.

The Plymouth-Valiant Division order was placed through N. W. Ayer & Son, Inc.

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June 25, 1962

NBC NEWS ADDS 2 MORE NATIONAL AWARDS TO ITS ROSTER AS NBC-TV
WINS 5 OF 8 HONORS ON 'THIRD ANNUAL TV GUIDE AWARD SHOW'

NBC-TV News added another pair of national awards to its roster Sunday (June 24) by winning both top news and information awards presented on the "Third Annual TV Guide Award Show" (NBC-TV color broadcast, 9-10 p.m. EDT). Out of eight awards presented on the program, NBC-TV won five in the nation-wide poll of viewers conducted by TV Guide Magazine.

For the second year in a row, the "Huntley-Brinkley Report" won the award for the "Best News or Information Series." NBC's coverage of the Glenn Orbit was the second winner for the NBC News Department, in the "Best Single News or Information Program" category.

Other NBC winners included "Bonanza," winner in the "Favorite Series--Any Type, Any Length" category; the "Bob Hope Christmas Show" for "Best Single Musical or Variety Program," and Walt Disney's production of "The Prince and the Pauper" for "Best Single Dramatic Program."

The three remaining winners were ABC's "Ben Casey" for "Favorite New Series--Any Type, Any Length"; Vincent Edwards for "Favorite Male Performer" (ABC's "Ben Casey"), and Carol Burnett for "Favorite Female Performer" (CBS--"The Garry Moore Show").

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NBC RADIO NETWORK NEWS

June 25, 1962

NBC RADIO NETWORK RECEIVES GOLD BELL AWARD OF CATHOLIC BROADCASTERS ASSOCIATION

The NBC Radio Network has received the Gold Bell Award of the Catholic Broadcasters Association for its broadcast of the Midnight Mass from Heinz Chapel, University of Pittsburgh, on Dec. 24, 1961.

The award-winning program, which was the first broadcast of a Midnight Mass presented by an Oratory in a university other than a Catholic institution, was produced for NBC Radio by Florence Reif Richman. It was broadcast through the facilities of NBC-owned radio station WJAS, Pittsburgh. Richard Walsh, Director of the Radio and Television Departments, National Council of Catholic Men, was consultant for the program.

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MONITOR

THE NBC WEEK-END RADIO SERVICE

June 25, 1962

COMEDIANS WILL JORDAN AND PHIL FOSTER JOIN REGULARS

ON NBC RADIO'S "MONITOR 62" SCHEDULE

- - -

Foster to Have Sports Commentary Role (But Fun Will Creep In)

Comedians Will Jordan and Phil Foster will join the lineup of regulars on NBC Radio's "Monitor 62."

Jordan, known for his rapid-fire imitations of countless celebrities, begins his "Monitor" assignment Sunday, July 1 in the 5 to 5:30 p.m. EDT segment. On future weekends, Jordan's comedy material will be rotated through the "Monitor" schedule.

Foster will take on a new role, that of sports commentator, in a weekly series called "The Common Man's Approach to Sports," beginning the weekend of July 7-8 (exact time to be announced later). A keen observer of the world of sports, Foster will give his views on the current sports scene, allowing his instinct for comedy to creep in now and then.

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BUSY PERSONAL APPEARANCE SCHEDULE FOR 'BONANZA' STARS
- - -
Swedish Trip Set for Landon, and U.S.A. Dates for Groups

Michael Landon will make a personal appearance tour through Sweden starting July 19.

Landon, who portrays Little Joe Cartwright on NBC-TV's "Bonanza" color series will return July 29 in time to join the three other Cartwrights -- co-stars Lorne Greene, Dan Blocker and Pernell Roberts -- at the Soap Box Derby in Akron, Ohio, Aug. 2-5.

Greene and Blocker also are scheduled to appear at the Ohio State Fair Sept. 1-3 and the Kentucky State Fair Sept. 7-9.

(The "Bonanza" color film series is broadcast on NBC-TV Sundays, 9-10 p.m. EDT.)

NBC-New York, 6/25/62

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NBC COLOR TELEVISION NEWS

June 26, 1962

RECORD 2,000 HOURS OF COLOR TV (MORE THAN TOTAL OF U.S. COLOR MOVIES MADE IN LAST 8 YEARS) WILL BE PRESENTED ON NBC-TV IN 1962-63 SEASON, NBC'S DON DURGIN STATES AT NATIONAL MUSIC MERCHANTS SHOW IN NEW YORK

A record 2,000 hours of color television programming -- more than the total of American color motion pictures produced in the last eight years -- will be presented by NBC-TV during the 1962-63 season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Speaking during a symposium titled "What's Ahead for Color TV?" at the 1962 Convention and Trade Show of the National Association of Music Merchants in New York, Mr. Durgin said that more than two-thirds (68 per cent) of NBC-TV's total nighttime schedule will be in color next season, compared to 57 per cent this season and 41 per cent a year ago. He said that, in addition to the more than 22 hours of regularly scheduled evening color programming each week, there would be a number of distinguished specials in color from producers who have won many of broadcasting's major awards.

Mr. Durgin told the assembled manufacturers, distributors and dealers that NBC-TV's extensive color programming next season was in direct response to the interest both audiences and advertisers have shown in color as well as in recognition of the great increase in color set circulation.

(more)

"So great is the current demand for added color programs on the part of advertisers, the public, and dealers all across the country," said Mr. Durgin, "that we have decided to colorize the largest studio in our RCA Building headquarters in New York -- Studio 8-H, at a cost of over one and one-half million dollars. This will increase by 50 per cent our existing color facilities in the RCA Building, making possible elaborate color productions direct from NBC's main headquarters in New York."

To emphasize the growing enthusiasm among advertisers for color programs, Mr. Durgin cited the fact that NBC-TV has more business for 1962-63 with the big three automobile companies than the other two networks combined. He added that one of the deciding factors in the decision of the National Automobile Manufacturers Association to award the coverage of the National Automobile Show from Detroit to NBC-TV next Fall was color.

The award-winning "Van Gogh: A Self Portrait," filmed largely in the French countryside, and sponsored by Lincoln-Mercury, Mrs. Kennedy's journey to India and Pakistan, and "Robert Ruark's Africa," sponsored by Purex, were given by Mr. Durgin as recent examples of the use of color by NBC News to captures subtle moods and give new significance and substance to important subjects.

In discussing next season's color programs, Mr. Durgin said that NBC-TV's extensive schedule of daytime color programs would continue. He noted that color programs had helped NBC daytime reach larger audiences than any other network for the past eight months.

Mr. Durgin said that in addition to the popular Monday-through-Friday programming, the network's children's shows on Saturday morning would continue, in color, to delight youngsters next season.

(more)

3 - Color TV

Moving to the field of sports, Mr. Durgin cited the World Series and the two All-Star baseball games, championship tennis from Forest Hills, and the "All-Star Golf" and "Wonderful World of Golf" series -- plus many of the end-of-season football classics -- as color specials for sports enthusiasts.

Mr. Durgin, in describing the color programs in prime time hours, said that two or more programs each night would be presented in color -- as well as a number of news and entertainment special programs scheduled on an irregular basis.

NBC-TV's nighttime color program schedule for next season follows (All Times NYT):

Sunday:	Meet the Press (6-6:30 pm) Walt Disney's Wonderful World of Color (7:30-8:30 pm) Bonanza (9-10 pm) Du Pont Show of the Week (10-11 pm) (most in color)
Monday:	The Price Is Right (9:30-10 pm) David Brinkley's Journal (10-10:30 pm)
Tuesday:	Laramie (7:30-8:30 pm) Empire (8:30-9:30 pm)
Wednesday:	The Virginian (7:30-9 pm) Perry Como's Kraft Music Hall (9-10 pm)
Thursday:	Hazel (9:30-10 pm) The Andy Williams Show (10-11 pm)
Friday:	Sing Along with Mitch (8:30-9:30 pm) The Jack Paar Show (10-11 pm)
Saturday:	The Joey Bishop Show (8:30-9 pm) Saturday Night at the Movies (9-11 pm) (most in color)
Monday through Friday:	The Tonight Show, Starring Johnny Carson (11:15 pm-1 am)

(more)

Mr. Durgin said that the network takes as much pride in the progress it has made in color television as it does in its number one position with TV audiences and advertisers. He said, "Dimension -- width, breadth, length -- is a word that fairly describes NBC's color programming, which offers, apart from great quantity, great quality and scope." He cited award-winning actuality programs, new forms of art presentation, plus entertainment programs reaching larger audiences than ever before -- every kind of top caliber color broadcast ranging the full spectrum of audience taste -- as developing this "new dimension in entertainment."

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NBC-New York, 6/25/62

June 26, 1962

GENERAL MILLS, PERKINS PRODUCTS AND SAWYER'S WILL SPONSOR
"KING LEONARDO AND HIS SHORT SUBJECTS" FOR 1962-63

"King Leonardo and His Short Subjects" will be sponsored by General Mills Inc., Perkins Products Division of General Foods Corp., and Sawyer's Inc. for 1962-63, it was announced by James Hergen, Director of Daytime Sales, NBC Television Network.

"King Leonardo and His Short Subjects," which will start its third season on NBC-TV Oct. 6 in its current Saturday time period (10:30-11 a.m. NYT), is a color cartoon series about a gentle lion who rules over the mythical kingdom of Bongo Congo. It began on the NBC-TV Network Oct. 15, 1960.

General Mills, through Dancer-Fitzgerald-Sample Inc., has purchased one-half sponsorship. Perkins Products, through Foote, Cone & Belding Inc., and Sawyer's Inc., through Richard C. Montgomery & Associates Inc., bought weekly participation in the program.

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June 26, 1962

NBC FILMS REPORTS THIRD REGIONAL SALE
OF NEWLY-SYNDICATED 'HENNESEY'

A third regional sale of the newly-syndicated "Hennesey" has been scored by NBC Films. The California Oil Company will sponsor the series of half-hours in 12 markets throughout the Southwest.

This multi-market buy, through the White & Shuford advertising agency in Denver, follows purchases of "Hennesey" for 36 markets by Bowman Biscuit and 23 markets by Foremost Dairies. Together with individual station sales, the series has now been sold in 96 markets.

These Jackie Cooper situation comedies were acquired last month for syndication by NBC Films while they were still on the CBS-TV Network. They are scheduled for Fall starting dates by the stations.

Morris Rittenberg, president, NBC Films, said:

"'Hennesey' is ideal for sponsors who want positive product-and-program association. With this kind of vehicle, their commercial messages have maximum impact."

The California Oil Company will sponsor "Hennesey" on stations in Colorado, Montana, Wyoming, Oklahoma, Idaho and Utah.

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NBC-TV NETWORK PROGRAM

"TODAY" SHOW'S TEXAS VISIT SALUTED WITH SPECIAL
COMPOSITION PERFORMED BY STRING QUARTET

A special musical composition has been written by one of Texas' noted composers in honor of the "Today" show's visit to the Dallas-Fort Worth area this week and it will be performed on the NBC-TV program Thursday, June 28 (7 to 9 a.m. EDT).

The work is entitled "Western Sketch" and was composed by Samuel Adler, who is on the faculty of the North Texas State University in Denton. It will be performed on "Today" by a string quartet made up of members of the Dallas Symphony Orchestra.

The string quartet will be one of several features, including interviews with local personalities, a report on the Texas oil industry and a filmed feature on Dallas, when "Today" originates from the Inn of the Six Flags near Dallas on Thursday.

NBC-New York, 6/26/62

June 28, 1962

BELL TELEPHONE SYSTEM TO SPONSOR 2 SPECIAL NBC NEWS TV PROGRAMS
TELLING STORY OF COMMUNICATIONS SATELLITE TELSTAR

The story of Telstar, the communications satellite which will relay the first live trans-Atlantic television broadcasts, will be told in two special NBC News programs on the NBC-TV Network. Chet Huntley will be on-the-air reporter.

The programs, each a half-hour in length, will be produced by Reuven Frank and will be presented at times and dates to be announced. They will be sponsored by the Bell Telephone System, through N. W. Ayer and Son, Inc.

The first program, "Project Telstar," will be broadcast after the launching of the experimental satellite from Cape Canaveral, expected in the second week of July, under an agreement between the Bell System and the National Aeronautics and Space Administration.

The second program will be presented after the first trans-Atlantic broadcasts between the United States and Europe. The two-way broadcasts will be a cooperative effort of the three American television networks and the European Broadcasting Union.

"Project Telstar" will examine the development of the communications satellite, from the pure-science discoveries that made it possible to its launching on a Delta rocket, and the first television transmission via outer space. The program will describe the components and the missions of the 34-inch, 170-pound satellite.

(more)

There will also be coverage of the three sending and receiving stations in the U. S. and Europe -- one in Andover, Me., and the others at Goonhilly Down in Cornwall, England, and Lannion in Brittany, France. The program will show how the stations work with the satellite and how they affect the towns where they are located.

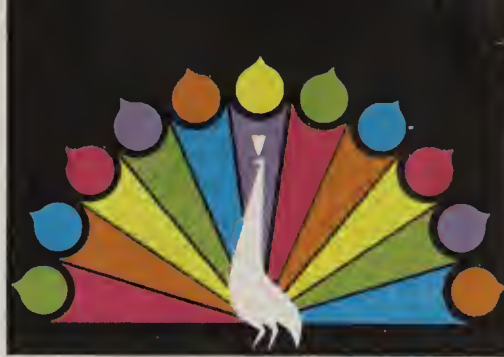
The second program, to follow successful live transmission between the U. S. and Europe, will examine the Telstar communications system and its implications for future world-wide sending of voice, data and live TV programs spanning oceans and continents in relays from satellites orbiting the earth.

Phillips Wylly is associate producer and director of the two Telstar programs. Johnny Apple is reporter and writer.

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NBC-New York, 6/28/62

NBC COLOR TELEVISION NEWS



June 28, 1962

PREMIERE

'THE LIVELY ONES' OFF TO A LIVELY START WITH LIVELY STARS:
PEGGY LEE, WOODY HERMAN, DAVE BRUBECK QUARTET, DAMITA JO;
VIC DAMONE IS HOST OF THE EIGHT-WEEK SUMMER COLOR SERIES

Miss Peggy Lee, Woody Herman, the Dave Brubeck Quartet and Damita Jo will be the guests of host Vic Damone when "The Lively Ones," Summer musical broadcast series in color, premieres on NBC-TV Thursday, July 26 (9:30-10 p.m. EDT). (NOTE: "The Lively Ones," an eight-week series replaces the vacationing "Hazel" show, which will return for its second season Sept. 20 with new programs in color.)

"The Lively Ones" opens with Damone singing "Little Girl" as he strolls across a university campus arm-in-arm with his two constant "dates" for the entire series -- "Tiger" Joan Staley and "Charley" Shirley Yelm. A bevy of beautiful co-eds joins the trio.

The scene shifts to Brubeck and his quartet nonchalantly playing "Blue Rondo a la Turk" on a simulated magic carpet ride over the busy Hollywood Freeway. Then, in a Playboy Club setting, shapely hostesses in "Bunny" garb welcome Damone and his dates to the club, where Damita Jo will sing "Bill Bailey."

Next, Woody Herman's clarinet is showcased in "Mood Indigo."

(more)

2 - 'The Lively Ones'

An animated film segment, "Electron Dance," utilizes audio-visual blending of abstract objects and modern music.

Miss Lee, in the final segment staged in a Basin Street East setting, sings "Tell All the World About You," "See See Rider" and "Big Bad Bill is Sweet William Now."

The series, sponsored by the Ford Division of the Ford Motor Company, is produced and directed by Barry Shear.

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NBC-New York, 6/28/62

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NBC TRADE NEWS

FORMER PRESIDENTS EISENHOWER AND HOOVER WILL APPRAISE TWO
OF THEIR PREDECESSORS--LINCOLN AND WILSON, RESPECTIVELY--
IN SEPARATE NBC SPECIAL PROJECTS TV PROGRAMS NEXT SEASON
- - -
Union Central Life Insurance to Sponsor the Two Half-Hours

FOR RELEASE MONDAY A.M., JULY 2

Former Presidents Dwight D. Eisenhower and Herbert Hoover will appraise two of their White House predecessors -- Abraham Lincoln and Woodrow Wilson, respectively -- in separate NBC Special Projects television programs next season.

The Union Central Life Insurance Company will sponsor the two half-hour shows, both of them produced by James Nelson. Donald B. Hyatt, Director of NBC Special Projects, was executive producer.

Mr. Hoover prepared his personal memoir, "The Ordeal of Woodrow Wilson," in New York last year at the age of 87. "It is a poignant study of Wilson, a Democrat, by a Republican who knew him intimately," Mr. Nelson said. It will be broadcast Tuesday, Sept. 25, from 10:30 to 11 p.m. EDT.

Mr. Eisenhower's military memoir, "Eisenhower on Lincoln," was filmed in his study in Gettysburg, Pa., three weeks ago. There he spoke with historian Bruce Catton of Lincoln's role as commander-in-chief of the Union's armed forces. Mr. Catton, author of many books on the Civil War, won the 1954 Pulitzer Prize for history with his "Stillness at Appomattox." The program will be broadcast early in 1963 in anticipation of Lincoln's Birthday (Feb. 12).

In evaluating Lincoln's military role, Mr. Eisenhower offers judgments on Union Generals George C. Meade, George B. McClellan,

(more)

Ulysses S. Grant, W. T. Sherman and Philip H. Sheridan, as well as on Confederate President Jefferson Davis and Confederate Generals Robert E. Lee and Thomas J. (Stonewall) Jackson.

Seeking modern-day parallels, Mr. Eisenhower speaks of experiences as Commander of the Allied Forces in Europe during the Second World War. His reminiscences concern President Franklin D. Roosevelt, Generals George Marshall and George Patton, and Great Britain's Prime Minister Winston Churchill.

In a program differing sharply in technique from Mr. Eisenhower's, Mr. Hoover tells the story of what he terms the "ordeal and tragedy" of Woodrow Wilson. As narrator, Mr. Hoover is sometimes on camera, sometimes off. Archive motion picture film and historic still photographs supplement on-camera commentary by Mr. Hoover, who has drawn upon resources of the vast Hoover Library of War, Revolution and Peace at Stanford University for pictures and other documentary material used on screen.

His "tale of a President by a President" concentrates on the years 1917-1921, ranging from the high hopes President Wilson had for a better world to the utter disillusion of those hopes. It deals with the First World War, in which President Wilson led America to victory; the Treaty of Versailles and its consequences, and President Wilson's fight, against bitter opposition at home and abroad, for a League of Nations. It deals, too, with the great war waged against famine and pestilence in Europe. In that crusade against hunger and disease, President Wilson's commander was Mr. Hoover, who also was high in the councils that set the conduct of the First World War.

(more)

3 - Eisenhower and Hoover

Robert K. Sharpe directed "The Ordeal of Woodrow Wilson -- A Personal Memoir by Herbert Hoover," and Lynwood King directed "Eisenhower on Lincoln -- A Military Memoir." Robert L. Garthwaite was associate producer and Silvio D'Alisera was film editor for both programs.

The agency for Union Central Life Insurance Company is Meldrum & Fewsmith Inc., of Cleveland.

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NBC-New York, 6/29/62



June 29, 1962

PROGRAM CHANGE

JERRY LEWIS TO BE PROGRAM HOST
OF 'TONIGHT' FOR A SECOND WEEK

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Remains July 2-6 and Hugh Downs Will Head Show Aug. 13-17

Jerry Lewis will continue as host of NBC-TV's "Tonight" show for a second week, during the week of July 2-6 (NBC-TV color broadcasts, Monday through Friday, 11:15 p.m.-1 a.m. EDT), it was announced today by producer Perry Cross.

Because the week of July 2 was the only period in Lewis' schedule in which he could appear for five consecutive dates as host of the late-night show, Hugh Downs, originally scheduled as host that week, agreed to switch to the week of Aug. 13-17.

Downs will continue as announcer of "Tonight" during the second week of Jerry Lewis' stay on the show.

"MARK TWAIN'S AMERICA" HONORED IN URUGUAY

The Sodre Film Festival of Montevideo, Uruguay, has given an Honorable Mention to the NBC-TV "Project 20" production of "Mark Twain's America," according to the U. S. Information Agency. The program, produced and directed by Donald B. Hyatt, was first broadcast April 22, 1960.

NBC-New York, 6/29/62

